# 15<sup>th</sup> National Conference on Chronic Disease Prevention and Control

# **Program Book**



Hilton Washington and Towers Washington, D.C. November 29–December 1, 2000







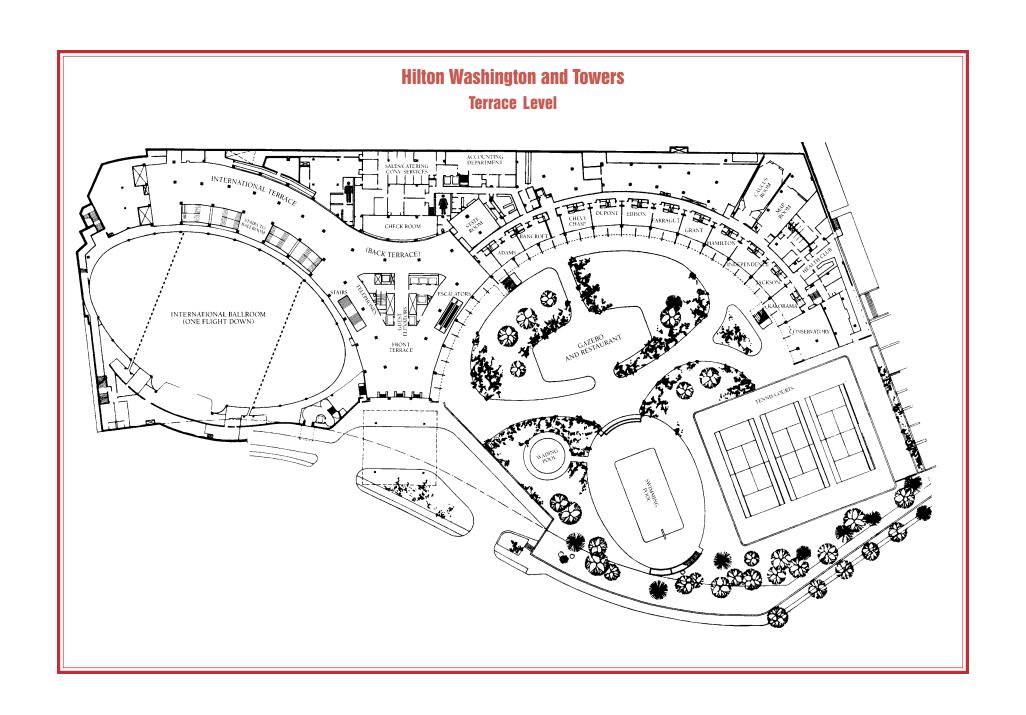
# 15<sup>th</sup> National Conference on Chronic Disease Prevention and Control



# **Program Book**

Hilton Washington and Towers Washington, D.C. November 29–December 1, 2000

# **Hilton Washington and Towers Concourse Level** TERRACE ASSEMBLY AREA (ONE FLIGHT UP) CRYSTAL BALLROOM-WEST CONCOURSE CORRIDOR MONROE ROOM INTERNATIONAL BALLROOM RECEIVING MILITARY ROOM CONVENTION OFFICES EAST CONCOURSE PRE-FUNCTION AREA CABINET ROOM EXHIBIT SPACE 45,000 SQ. FT. ALLROOM CORRIDOR (PRESIDENTS WALK) THOROUGHBRED ROOM



# **Conference At-A-Glance**

Wednesda	y, November 29, 2000	
6:30 a.m.	Healthy Meeting Activities	Map Room
7:00 a.m.	Registration	Concourse Level
7:00 a.m.	Continental Breakfast	Exhibit Hall
8:30 a.m.	Opening Plenary: Living Healthier, Living Longer	
	Plenary Presentation: Americans' Views on Chronic Care: Building the Case for a New Direction	Int'l. Ballroom Center
10:00 a.m.	Official Opening of Exhibits and Posters	Exhibit Hall
11:00 a.m.	Award Presentation: The Fries Prize for Improving Health 2000	
	Plenary Presentation: Tobacco: The Third World War—Advice From General Sun Tzu (6th Century B.C.)	Int'l. Ballroom Center
12 noon	Congressional Staff Lunch (By Invitation)	
	Lunch on Your Own/Networking	
1:30 p.m.	Concurrent Invited Sessions 1-4	
	Congressional Perspectives on Chronic Disease Prevention and Control	Caucus Room
	Genetics and Chronic Disease: Implications for the Public Health and Research Communities	Monroe West
	Successful Aging	Monroe East
	Urban Planning for Chronic Disease Prevention	Cabinet Room
	Concurrent Workshop Session 1	
	Effective Media Relations for Chronic Disease Programs	Int'l. Ballroom Center
	Concurrent Abstract Sessions 1-5	
	Healthy Children and Young People	Georgetown West
	Chronic Disease Interventions	Georgetown East
	Worksite Health Promotion	Military
	Chronic Disease Screening and Management	Hemisphere
	Surveillance and Epidemiology	Thoroughbred
	Concurrent Skills Training Session 1	
	CDCynergy Computer Training	Exhibit Hall
3:00 p.m.	Break and Refreshments	
3:30 p.m.	Guided Walk of Historic Adams-Morgan	Registration Desk

Wednesda	y, November 29, 2000 (continued)	
3:30 p.m.	Concurrent Invited Sessions 5-7	
	Orientation to CDC's NCCDPHP, the ASTCDPD, and the PRC	Monroe East
	Policy Options and Priorities for Chronic Disease Prevention and Control	Int'l. Ballroom Center
	Burden of Disease and Injury	Georgetown West
3:30 p.m.	Concurrent Workshop Sessions 2-4	
	Advocacy for Chronic Disease Prevention and Control	Caucus
	Creating Policy and Environmental Change I	Monroe West
	Logic Modeling and Its Application to Chronic Disease Research Programs	Cabinet
	-	
	Concurrent Abstract Sessions 6-9	
	Epidemiology and Surveillance	Georgetown East
	Prevention Research and Translation	Military
	Prevention and Case Management in Clinical Settings	Hemisphere
	WISEWOMAN	Thoroughbred
	Concurrent Skills Training Session 2	
	CDCynergy Computer Training	Exhibit Hall
5:00 p.m.	Sunset Session	
	Developing a Chronic Disease Best Practices Document:	
	Getting Under Way	Georgetown West
6:00 p.m.	Reception, Awards, Posters, and Exhibits	Exhibit Hall
Thursday,	November 30, 2000	
6:30 a.m.	Healthy Meeting Activities	Map Room
0.00 0.111.	Trouting Wooding Notividos	Wap Hoom
7:00 a.m.	Registration	Concourse Level
7:00 a.m.	Continental Breakfast	Exhibit Hall
8:30 a.m.	Concurrent Invited Sessions 1-4	
	Primary Prevention of Diabetes	Thoroughbred
	Creative Collaborations I: How to Work and Play Well With Others	Hemisphere
	Public Health Practice and Research I: The Influence of PLACE	Jefferson West
	Creating Policy and Environmental Change II	Lincoln West
	Concurrent Workshop Session 1	
	Health Communications Research for Tailored Health Messages	Military

Thursday,	November 30, 2000 (continued)	
8:30 a.m.	Concurrent Abstract Sessions 1-5  Activities and Future Directions in Older Adult Health at the Centers for Disease Control and Prevention Partnerships Policy and Environmental Change for Risk Reduction Epidemiology and Surveillance Public Health Planning: Centers for Disease Control and Prevention's National Approach to Colorectal Cancer  Concurrent Skills Training Session 1	Georgetown West Georgetown East Caucus Monroe West Monroe East
	On-Line BRFSS Data Systems	Exhibit Hall
10:00 a.m.	Break and Refreshments	
10:30 a.m.	Plenary Presentation: <i>Eliminating Disparities in Chronic Disease:</i> A Time for Action	Int'l. Ballroom Center
12 noon	Guided Walk Through Georgetown  Lunch on Your Own/Networking	Registration Desk
1:30 p.m.	Concurrent Invited Session 5	
	Women Who Kick Butts: Entertainment and Advocacy	Thoroughbred
	Concurrent Workshop Sessions 2-4	
	VISIONS I: Anti-Racism Training Workshop	Hemisphere
	Creative Collaborations II: How to Work and Play Well With Others	Caucus
	Measuring PLACE Variables: What Could Be Applied Right Now?	Monroe West
	Concurrent Abstract Sessions 6-11	
	Measuring Healthy Days	Monroe East
	Chronic Disease Interventions	Georgetown West
	Improving Clinical Practice	Georgetown East
	Worksite Health Promotion	Military
	Social Marketing	Lincoln West
	Clinical Interventions and Self-Care	Lincoln East
	Concurrent Skills Training Session 2	
	Using the Interactive Women's Atlas of Heart Disease Web Site for Public Health Planning	Exhibit Hall
3:00 p.m.	Break and Refreshments	

Thursday,	November 30, 2000 (continued)	
3:30 p.m.	Concurrent Invited Sessions 6-7	
0.00 p.m.	Healthy Behaviors and Quality of Life at Every Age	Georgetown East
	Lead, Follow, or Get Out of the Way: The Challenges of Increasing Healthy	g
	Eating, Physical Activity, and Healthy Weight	Georgetown West
	Concurrent Workshop Session 5	
	VISIONS II: Anti-Racism Training Workshop	Hemisphere
	Concurrent Abstract Sessions 12-14	
	Eliminating Disparities	Monroe West
	Applications of Technology to Chronic Disease	Thoroughbred
	Tailored Communications for Diverse Populations	Monroe East
	Concurrent Skills Training Session 3	
	WONDER on the Web	Exhibit Hall
	Concurrent Roundtable Sessions 1-5	
	Channels for Communication About Chronic Disease Prevention	Jefferson West
	Eliminating Health Disparities	Jefferson East
	Creative Partnering	Lincoln West
	Healthy Behaviors and Quality of Life at Every Age	Lincoln West
	Building on Research Findings and Methods	Lincoln East
5:00 p.m.	Concurrent Sunset Sessions 1-3	
	Applications, Benefits, and Challenges of Public-Private Partnerships for Disease Prevention, Control, and Management	Hemisphere
	Prevention Effects: A Prevention Research Knowledge Management System	Military
	An Inside Look at <i>The Insider</i> : Secrets Through the Smoke	Thoroughbred
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6:00 p.m.	Ancillary Meetings, Posters and Exhibits	
Friday, Dec	cember 1, 2000	
0.00	Haaliba Maailaa Aali Siaa	M. D.
6:30 a.m.	Healthy Meeting Activities	Map Room
7:00 a.m.	Registration	Concourse Level
7:00 a.m.	ASTCDPD Board Members Breakfast (By Invitation)	Chevy Chase
7:30 a.m.	Continental Breakfast	Exhibit Hall

Friday, Dec	cember 1, 2000 (continued)	
8:30 a.m.	Concurrent Invited Sessions 1-4	
	Evaluation of Health Communications Projects	Monroe West
	Community-Based Research: Partners, Approaches, and Applications	Monroe East
	New Horizons in Cardiovascular Health: Developing and Implementing a Long-Range Strategic Plan	Georgetown East
	Quality of Life Among Adolescents	Thoroughbred
8:30 a.m.	Concurrent Abstract Sessions 1-4	
	Physical Activity: Recommendations from the <i>Guide to Community</i> Preventive Services	Military
	Healthy Children and Young People	Hemisphere
	Media Advocacy and Social Marketing	Georgetown West
	Surveillance and Planning	Cabinet
	Concurrent Skills Training Sessions 1-2	
	Tools for Schools	Jefferson East
	Writing for the Web	Caucus
10:00 a.m.	Break and Refreshments	
10:30 a.m.	Plenary Presentation: The Will and the Way: Policy as Intervention	Int'l. Ballroom Center
	The Media as a Policy Tool	
	Science as a Policy Tool	
	The Internet as a Policy Tool	
	Advocacy, Legislation, and Appropriations as Policy Tools	
12 noon	Closing Remarks	Int'l. Ballroom Center
1:00 p.m.	Ancillary Meetings	

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# PLANNING COMMITTEE

#### Cochairs

Elizabeth (Libby) Howze, ScD, CHES\* Centers for Disease Control and Prevention

Edith (Edie) Sternberg, MPH, CHES\*

Illinois Department of Public Health

Diane Allensworth, PhD\*

Centers for Disease Control and Prevention

Brazellia Baker Boys and Girls Clubs of America

Mindy C. Barringer Centers for Disease Control and Prevention

Donald Betts, MPA

Centers for Disease Control and Prevention

Don Bishop, PhD\*

Minnesota Department of Health

Frank Bright, MS\*

Ohio Department of Health

Nadine Caputo, MS

The American Dietetic Association

Jean Chabut, BSN, MPH\*

Michigan Department of Community Health

Katie Clarke\*

Arent Fox Kinter Plotkin and Kahn

(formerly with Centers for Disease Control and Prevention)

Janet L. Collins, PhD

Centers for Disease Control and Prevention

William H. Datema, MS Society of State Directors of Health, Physical Education and Recreation

Michelle S. Davis, PhD, MSPH D.C. Department of Health

Russell J. Davis, MAPT, DPA Summit Health Institute for Research and Education, Inc.

Charles Deutsch, ScD Harvard School of Public Health Linda Dusenbury, MS, RN\*
Private Consultant

Lorna English, MS\*

Centers for Disease Control and Prevention

A. Sam Gerber, MS, RD, LD Centers for Disease Control and Prevention

Catherine R. Gordon
Health Care Financing Administration

Lorrie J. Graaf\*

Iowa Department of Public Health

Ella Greene Flint Odyssey House, Inc., Michigan

Michael Greenwell\*

Centers for Disease Control and Prevention

Elizabeth Hackbarth
American Heart Association

Julie Harvill, MPA\*
Illinois Department of Public Health

Keith Hewitt National Heart, Lung, and Blood Institute

Johanna M. Hinman, MPH, CHES The Arthritis Foundation

Jay D. Hirschman, MPH USDA, Office of Analysis, Nutrition and Evaluation

William B. Kearney
Boys and Girls Clubs of America

Wanda K. Jones, DrPH
Deputy Assistant Secretary of Health
(Women's Health), U.S. Department of
Health and Human Services

Lynda S. Doll, PhD

Centers for Disease Control and Prevention

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  Centers for Disease Control and Prevention
- Marshall Kreuter, PhD, MPH
  Centers for Disease Control and Prevention
- LaDene Larsen, BSN

  Utah Department of Health
- Estella A. Lazenby\*

  The KEVRIC Company, Inc.
- Barbara W. Levine
  Barbara W. Levine and Associates
- Laura M. Lloyd, MPH, CHES\*
  Rollins School of Public Health of Emory
  University
- James P. LoGerfo, MD, MPH\*

  University of Washington Departments of Medicine and Health Services
- Anne C. Looker, PhD, RD

  Centers for Disease Control and Prevention
- Donald O. Lyman, MD, DTPH

  California State Department of Health
  Services
- Gerard L. Lynam
  American Diabetes Association
- Christopher Maylahn, MPH
  New York Department of Health
- Michael B. Meit, MA, MPH
  National Association of County and
  City Health Officials
- Kate Paulsen, MPH
  Association of Teachers of Preventive
  Medicine
- Cecelia Richardson
  National Association of WIC Directors
- Sara E. Riedel, MS
  Association of Schools of Public Health
- Angel Roca
  Centers for Disease Control and Prevention

- Sylvia M. Rosas Centers for Disease Control and Prevention
- Carla Rosenfeld\*
  Association of State and Territorial Chronic
  Disease Program Directors
- Ramona D. Schaeffer, MSEd, CHES\* Virginia Department of Health
- Sheryl Schwartz, MPA\*
  University of Washington Department of
  Health Services
- Dennis M. Shepard, MAT, CHES

  University of South Carolina School of Public

  Health
- Amy Starchville, MSW\*
  Association of State and Territorial Chronic
  Disease Program Directors
- Michael Stewart, MFA, MA\*
  Association of State and Territorial Chronic
  Disease Program Directors
- Beth Stevenson

  American Cancer Society
- Pattie Tucker, MPH
  Centers for Disease Control and Prevention
- Joan Ware, MSPH, RN\* Utah Department of Health
- Howell Wechsler, EdD, MPH Centers for Disease Control and Prevention
- Michael F. White Michael F. White and Associates
- Kymber N. Williams, MA Centers for Disease Control and Prevention
- Dale F. Wilson\*

  Centers for Disease Control and Prevention
- Adeline M. Yerkes, RN, MPH\*
  Oklahoma State Department of Health

<sup>\*</sup>Steering Committee

#### **ACKNOWLEDGMENTS**

Robert Anderson Jean Gilliland Jocelyn Mitchell

Andrea Anderson Loretta Gleaton Susan Morrel-Samuels

Elena Andreson Deborah Glick Cynthia Morrison

Elena L. Eastman Robert Goodman Joel Moskowitz
Karen Eastman Lee Green Nancy Murray

Nibah Asal Rick Greene Linda Neff

Elaine Auld C. Jackson Hataway Kate Paulsen

Elizabeth Baker Melissa Havard Linda Pederson

William Baldyga Felicia Hedgebeth David Pochler

Diane Becker Kathy Heise Stephen Ramirez

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Kim Belloni Amy Holmes-Chavez Michael Resnick

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James Carman Nicole Kerr Catherine Schumacher

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Coleen Doyle James Krieger Mary Street

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James Enders Lisa Macon Susan True

Larry Figgs Kathleen Mangskau Catrine Tudor-Locke

Susan Foerster Julie Marshall Mark Veazie

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The Robert Wood Johnson Foundation

#### **Platinum Partners**

American Cancer Society

American Heart Association

# **Gold Partner**

Susan G. Komen Breast Cancer Foundation

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#### **Bronze Partners**

American Association of Health Plans
Arthritis Foundation
Michigan Diabetes Outreach Network
Michigan Governor's Fitness Council
Michigan Public Health Institute
National Kidney Foundation
Procter & Gamble Pharmaceuticals
Westat

# DIAMOND PARTNER

#### THE ROBERT WOOD JOHNSON FOUNDATION

Support for this conference was provided by a grant from The Robert Wood Johnson Foundation, Princeton, NJ.

# <u>Platinum Partners</u>

#### **AMERICAN CANCER SOCIETY**

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, savings lives, and diminishing suffering from cancer through research, education, advocacy, and service. It is one of the oldest and largest voluntary health agencies in the United States, with more than 2 million Americans united to conquer cancer through balanced programs of research, education, patient service, advocacy, and rehabilitation.

#### **AMERICAN HEART ASSOCIATION**

American Heart Association

Fighting Heart Disease and Stroke

The American Heart Association is working for you and your family by getting the best science on heart disease and stroke and making it simple to understand and easy to obtain.

#### **GOLD PARTNER**

#### SUSAN G. KOMEN BREAST CANCER FOUNDATION

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died of breast cancer at the age of 36.



Today, the Foundation is an international organization with a network of volunteers working through local affiliates and Komen Race for the Cure® events to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment. The Foundation runs one of the most innovative, responsive grant programs in breast cancer today. In addition to funding research, the Foundation and its affiliates fund community-based breast health education and breast cancer screening and treatment projects for the medically underserved.

#### SILVER PARTNERS

#### BRISTOL-MYERS SQUIBB COMPANY

**Bristol-Myers Squibb Company** Bristol-Myers Squibb is a leading diversified worldwide health and personal care company whose principal businesses are medicines, beauty care, nutritionals, and medical devices. Its mission is to develop and market innovative products that extend and enhance human life. Bristol-Myers Squibb is a leading maker of innovative therapies for cardiovascular, metabolic and infectious diseases; central nervous system and dermatological disorders; and cancer.

#### AGOURON PHARMACEUTICALS, INC.

At Agouron Pharmaceuticals, Inc. we continue to take steps to provide people living with HIV men, women, young, old of all cultures and lifestyles—treatment options. With a diverse pipeline of antiretrovirals and immune-based therapy, we are committed to people living with HIV and to the healthcare professionals involved in their care.



Genentech, Inc.

#### GENENTECH, INC.

Genentech, Inc. is a leading biotechnology company that discovers, develops, manufactures and markets human pharmaceuticals for significant unmet medical needs. Fourteen of the currently approved biotechnology products stem from Genentech science. Genentech markets nine biotechnology products directly in the United States. The company has headquarters in South San Francisco, California, and is traded on the New York Stock Exchange under the symbol DNA.

# **BRONZE PARTNERS**

#### AMERICAN ASSOCIATION OF HEALTH PLANS

Taking on Diabetes, a joint initiative of the American Association of Health Plans and the American Diabetes Foundation, is a national program to improve quality of life for people with diabetes by developing best practices for care, health plan and employer collaborations, and community partnerships.



#### **ARTHRITIS FOUNDATION**

The mission of the Arthritis Foundation is to improve lives through leadership in the prevention, control, and care of arthritis and related diseases.



Take Control. We Can Help."

#### MICHIGAN DIABETES OUTREACH NETWORK

The mission of the Michigan Diabetes Outreach Network is to create innovative partnerships to strengthen prevention, detection, and treatment of diabetes throughout Michigan. MDON achieves its objectives through professional education, collaboration, community awareness with partnering agencies, and improving quality diabetes care with partnering agencies.



#### MICHIGAN GOVERNOR'S COUNCIL ON PHYSICAL FITNESS, HEALTH & SPORTS/ MICHIGAN FITNESS FOUNDATION

As part of its mission to encourage citizens to improve their health through physical activity, the Governor's Council and Michigan Fitness Foundation are currently completing and disseminating the Exemplary Physical Education Curriculum (EPEC), a K-12 physical education curriculum with emphasis on sequential motor skill development, physical fitness knowledge, and personal/social skill development. Additionally, the Council presents awards and identifies models of effectiveness in promoting and increasing physical activity that can be replicated in other organizations and communities.

#### MICHIGAN PUBLIC HEALTH INSTITUTE

The Michigan Public Health Institute works to maximize positive health conditions in populations and communities through collaboration, scientific inquiry and the application of scientific health practices. MPHI carries the voice of communities to health policy makers, scientists, purchasers, and funders. Its activities advance community capacity to improve health and to reduce disparities among population groups and geographic areas.

#### THE NATIONAL KIDNEY FOUNDATION

National Kidney Foundation® The National Kidney Foundation, a major voluntary health organization, Making Lives Better seeks to prevent kidney and urinary tract diseases, improve the health and well-being of individuals and families affected by these diseases, and increase the availability of all organs for transplantation. The Foundation's goals include supporting research and research training; continuing education of health care professionals; expanding patient services and community resources; educating the public; shaping health policy; and fund-raising.

#### PROCTER & GAMBLE PHARMACEUTICALS

Procter & Gamble Pharmaceuticals is a part of Procter & Gamble Health Care, a division of The Procter & Gamble Company, a \$40 billion global leader in the development, manufacturing, and marketing of a broad range of consumer goods. In prescription drugs, P&G is focusing on musculoskeletal and cardiovascular health, as well as anti-infective therapies.

Unique to P&G is the Healthcare Consumer Institute<sup>TM</sup> (HCI). The HCI is a consulting organization within P&G that leverages our core marketing competencies to meet the needs of our managed care and state government customers.

#### VESTAT **WESTAT**

Westat's health communication team offers expert guidance in planning, implementing and evaluating effective health promotion campaigns and programs for its clients, which have included the CDC, other federal and state health agencies, and nonprofit organizations. Our considerable experience with ethnically and racially diverse participants and audiences has included conducting and analyzing in-person, telephone and on-line focus groups; testing messages and concepts; conducting mail, telephone, and on-line surveys; profiling and segmenting audiences; analyzing media content; and an extensive range of other services. Westat's 35-year history of conducting surveys and providing statistical research and other formative, process, and outcome research services assure a strong foundation and continuity to your health promotion efforts.

The theme of the 15th National Conference on Chronic Disease Prevention and Control is "Living Healthier, Living Longer: The Will and The Way." It captures the opportunities and challenges we face at the beginning of the 21st century in chronic disease prevention and control. The eight subthemes, shown below, guided the development of the invited sessions, workshops, and abstract submissions and create the structure for the conference. They are touchstones for effective public health action now and in the future.

- Advocacy for chronic disease prevention and control.
- Creating policy and environmental change.
- Social marketing and communications.
- Eliminating health disparities.
- Creative partnering.
- Emerging issues in chronic disease.
- Healthy behaviors and quality of life at every age.
- Building on research findings and methods.

#### **Conference Sponsors**

The sponsors of this conference are the Centers for Disease Control and Prevention, the Association of State and Territorial Chronic Disease Program Directors, and the Prevention Research Centers Program.

#### **Conference Goals**

- Promote the application of proven prevention strategies from research and identified best practices.
- Share cutting-edge research and research methods in chronic disease prevention and control.
- Improve cultural competence and the ability to work with diverse populations.

#### **Conference Objectives**

By the end of the conference, participants will be able to

- Identify at least two new potential chronic disease prevention partners about whom they have learned at the conference.
- Describe two cost-effective, integrated approaches to reduce the health and economic burden of chronic disease.
- Apply one new skill to a critical chronic disease area.
- Identify two strategies for improving cultural competence in organizations or chronic disease prevention programs.

## **Registration and Information**

The conference registration and information desk, located on the concourse level, will be open the following hours during the week of the conference:

Tuesday, Nov. 28, 2000	2:00 p.m. to 7:00 p.m.
Wednesday, Nov. 29, 2000	7:00 a.m. to 7:00 p.m.
Thursday, Nov. 30, 2000	7:00 a.m. to 7:00 p.m.
Friday, Dec. 1, 2000	7:00 a.m. to 2:00 p.m.

#### **Exhibits**

Tour the exhibits to find the latest in educational materials, media, and computer software. A bookmart will feature books, journals, and other information on chronic disease prevention and control. Use your Exhibit Passport in your conference bag to visit all of the exhibits and be eligible for a prize drawing on Friday morning.

#### Exhibit hours are

Wednesday, Nov. 29, 2000 10:00 a.m. to 8:00 p.m. Thursday, Nov. 30, 2000 8:30 a.m. to 6:00 p.m.

### **SPECIAL ACTIVITIES**

#### **Conference Breakfasts and Breaks**

The conference will include a continental breakfast each morning from 7:00 a.m. to 8:15 a.m., as well as morning and afternoon breaks on Wednesday and Thursday, and a break on Friday morning.

#### Reception

A reception to welcome all conference participants will be held on Wednesday, November 29, from 6:00 p.m. to 8:00 p.m. Strolling musicians will serenade you as you walk along our Pennsylvania and Connecticut Avenues. Enjoy tasty fares at the food stations and networking with your colleagues. During the reception the recipients of the four new conference awards will be honored.

# **CyberCorner**



Look in the Exhibit Hall for this new conference feature. Sign up at the Registration Desk to enroll in one of the four computer skills training sessions (space is limited to 20 people). Courses include CDCynergy, On-Line BRFSS Data Systems, Using the Interactive Women's Atlas of Heart Disease Web Site for Public Health Planning, and WONDER on the Web. See your program book for details. CyberCorner will be open on Wednesday and Thursday from 7 a.m. to 7 p.m. All CyberCorner computers have high-speed Internet access. Conference participants are encouraged to stop by and browse chronic disease and related Web sites when skills training classes are not in session.

# Awards



Wednesday, 11:00 a.m. The Fries Prize for Improving Health 2000

Wednesday, 7:00 p.m. Excellence in Prevention Research and Research Translation

Achievement in Eliminating Disparities in Chronic Disease

Excellence in the Application of Surveillance Data for Chronic Disease Prevention

and Control

Excellence in Reporting on Chronic Disease Prevention Issues

### **Healthy Meeting Activities**

To make this conference good for the body as well as the mind, we have planned opportunities each day to enable you to be physically active and eat healthfully. An aerobics class will be offered on Wednesday and Thursday morning from 6:30 a.m. to 7:30 a.m. and a yoga class on Friday morning at the same time. A guided historical walk of the Adams-Morgan district adjacent to the hotel will begin at 3:30 on Wednesday, November 29 (meet at the Registration Desk) and end at 5:30 p.m. (see listing below). Over the lunch hour on Thursday, November 30, participants can go on a guided walk through Georgetown. Meet at the Registration Desk.

Participants can use all of the hotel's fitness facilities at any time or take any class for \$5 per day. (Check your conference bag for more information.) A map of Washington, D.C. can be found in your conference bag if you want to go out walking on your own. Many good restaurants featuring cuisines from around the world are within easy walking distance of the hotel. Ask the concierge for suggestions.

Participants who accumulate 30 minutes or more of moderate physical activity or who consume 5 or more servings of fruits and vegetables on Wednesday and Thursday are eligible to submit their names for prize drawings. If you are eligible, submit your name by 8:30 a.m. on Thursday or Friday morning in the box provided outside the International Ballroom. Winners' names will be posted at the Registration Desk by 10 a.m. each day. Use the Daily Healthy Meeting Activities Log in your conference bag to keep track of your activities.

# **Healthy Meeting Activities At-A-Glance**

	Wednesday	Thursday	Friday
6:30 a.m. 7:30 a.m.	Aerobics <i>Map Room</i> Weights and Treadmill*	Aerobics <i>Map Room</i> Weights and Treadmill*	Yoga <i>Map Room</i> Weights and Treadmill*
12 noon 1:30 p.m.		Guided Walk of Georgetown Registration Desk	
3:30 p.m. 5:30 p.m.	Guided Walk of Adams-Morgan Registration Desk		

<sup>\*</sup> Opportunities for participants to work out with weights or on the treadmill are available throughout the day in the hotel gym for a small fee.

#### **MORNING EVENTS**

6:30 a.m.-7:30 a.m.

Map Room (Terrace Level)

Healthy Meeting Activities

7:00 a.m.-7:00 p.m. Concourse Level

Registration

7:00 a.m.–8:15 a.m. *Exhibit Hall* 

Continental Breakfast

#### **OPENING PLENARY**

#### 8:30 a.m.-10:00 a.m.

International Ballroom Center (Concourse Level)

# **Living Healthier, Living Longer**

Moderator James S. Marks, MD, MPH

Director, National Center for Chronic Disease Prevention and Health Promotion Centers for Disease Control and Prevention

Welcoming Remarks Ivan C. A. Walks, MD

Director, Washington, D.C. Department of Health

Christopher Maylahn, MPH

President, Association of State and Territorial Chronic Disease Program Directors (New York)

Barbara E. Ainsworth, PhD, MPH

Director, University of South Carolina Prevention Research Center Chair, Prevention Research Centers Program Steering Committee

Opening Remarks Member of Congress (Invited)

Plenary Presentation Americans' Views on Chronic Care: Building the Case for a New Direction

Gerard F. Anderson, PhD

Johns Hopkins University School of Hygiene and Public Health

America is not prepared for preventing, treating, and caring for those with chronic conditions in the 21<sup>st</sup> century. Currently, the health financing and educational systems are oriented around acute care. This hinders their ability to provide appropriate care to those with risk factors for chronic disease or those affected by chronic illness. In this session, Dr. Anderson will release findings from The National Public Engagement Campaign on Chronic Illness, made possible by a 3-year, \$5 million grant from The Robert Wood Johnson Foundation to The Johns Hopkins University. The findings will help health professionals, policy makers, and the general public become more aware of the problems associated with chronic disease and develop solutions to resolve them.

# OFFICIAL OPENING OF EXHIBITS AND POSTERS

10:00 a.m.-11:00 a.m.

Exhibit Hall

#### AWARD PRESENTATION

#### 11:00 a.m.-12 noon

International Ballroom Center (Concourse Level)

# The Fries Prize for Improving Health 2000

Moderator Jeffrey P. Koplan, MD, MPH

Director, Centers for Disease Control and Prevention

Presenter Kenneth E. Fries, Esquire

Member of the Board of Directors, Health Trac Foundation Fellow, International

Law Institute

Recipient Judith MacKay, MD, MBE, JP, FRCP (Edin), FRCP (Lon), FHKAM

Director, Asian Consultancy on Tobacco Control

#### **PLENARY**

# **Tobacco: The Third World War-Advice from General Sun Tzu (6th Century B.C.)**

Presenter

Judith MacKay, MD, MBE, JP, FRCP (Edin), FRCP (Lon), FHKAM

Director, Asian Consultancy on Tobacco Control

The objectives of the war against tobacco are exactly those of most wars. They are to 1) protect countries from being invaded and overpowered; 2) save people from being killed; 3) return land to growing food; 4) improve the economy; and 5) protect the environment. The Third World tobacco war will be longer than the Hundred Years War. It has already exacted staggering casualties, and will claim far more casualties than in the previous two world wars combined. The health army has lost the first stage of war, as tobacco deaths rise from the present annual global toll of four million to over 10 million by the year 2030. The second stage of the war is also lost, as the battle ground has merely been transferred from the rich to the poor countries. This is akin to a military disaster. Sun Tzu's "Art of War," written in 6th century B.C., long regarded as a classic work on probing the enemy, military strategy, tactics, logistics, and espionage, remains full of sound, relevant thinking and instruction, which has great relevance to the third stage of the war against tobacco. We may take heart from Sun Tzu's belief that victory will eventually be achieved for a "just and noble" cause.

#### **LUNCHTIME EVENTS**

**12 noon–1:30 p.m.** Congressional Staff Lunch (By Invitation)

Back Terrace Area (Terrace Level)

Lunch on Your Own/Networking

1:30 p.m.-3:00 p.m.

Caucus Room (Terrace Level)

# **Congressional Perspectives on Chronic Disease Prevention and Control**

Moderator Donald O. Lyman, MD

California Department of Health Services

**Presenters** Congressional Staff (Invited)

This view from the policy makers' side of the fence will provide participants with a rare opportunity to hear from Congressional staff about how members of Congress make decisions. Staff will provide perspectives on what members and staff think about chronic disease and health promotion issues. They will share their views about how the public health community can be more visible and more effective in educating members, their staffs, and the public. Other issues included in this session are how new members and staff learn about health issues and communication strategies, and how members and staffs see their responsibilities to respond to their constituents.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

Exhibit Hall

#### **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.-5:30 p.m.

Anthony S. Pitch, author of *The Burning of Washington: The British Invasion of 1814*, will lead a guided historical walk through the Victorian Adams-Morgan neighborhood adjacent to the conference hotel from 3:30 p.m to 5:30 p.m. on November 29. This walk is limited to 35 participants. In the event of bad weather, it will occur at the same time on Thursday, November 30. Meet at the conference registration desk at 3:20 p.m.

1:30 p.m.-3:00 p.m.

Monroe West (Concourse Level)

# Genetics and Chronic Disease: Implications for the Public Health and Research Communities

Moderator Jean Chabut, BSN, MPH

Michigan Department of Community Health

Presenters Marta Gwinn, MD, MPH

Centers for Disease Control and Prevention

Susan Nayfield, MD, MSc National Institutes of Health

Chronic disease genetics is an area of increasing public health interest and importance. In this session, presenters provide an overview of public health genetics and core issues with which researchers, program planners, epidemiologists, and ethicists are grappling. This overview includes an examination of the epidemiological implications of advances in genetics research, a description of a targeted prevention program, an exploration of the ethical questions raised by genetic research applications for public health programs, and a discussion of future directions for the field of public health.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m. Exhibit Hall

#### **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.–5:30 p.m.

1:30 p.m.-3:00 p.m.

Monroe East (Concourse Level)

# **Successful Aging**

Moderator David M. Buchner, MD, MPH

Centers for Disease Control and Prevention

Presenters Catherine R. Gordon, RN, MBA

Health Care Financing Administration

Ruth D. Palombo, MS, RD

Massachusetts Department of Health

Brandt Chvirko, MPH, MSW

Centers for Disease Control and Prevention

Allan B. Goldman, MPH

Georgia Department of Human Resources

As America continues to age demographically, it has become increasingly important to understand what it means to age successfully and how all older Americans can achieve that goal. The stereotypical image of older adults as frail, ill, and dependent does not represent the experience of most older adults, who are active, engaged, and report themselves to be in good health. In this session, health professionals will provide their perspectives on what is required for successful aging from their vantage points in state and federal agencies.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

Exhibit Hall

# **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.-5:30 p.m.

1:30 p.m.-3:00 p.m.

Cabinet Room (Concourse Level)

# **Urban Planning for Chronic Disease Prevention**

Moderator Virginia Shankle Bales, MPH

Centers for Disease Control and Prevention

Presenters William H. Dietz, MD, PhD

Centers for Disease Control and Prevention

Robert D. Yaro

Regional Plan Association

The Centers for Disease Control and Prevention, the Regional Plan Association (RPA), and the Milbank Memorial Fund have established a collaboration to develop and apply public health-oriented guidelines for land use and building code policies in the 31-county region of metropolitan New York, Connecticut, and New Jersey served by the RPA. In this session, panelists will describe ways to develop land use, building codes, and other urban planning policies that can reduce risk factors associated with chronic disease, especially obesity and asthma.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.-3:30 p.m.

Exhibit Hall

#### **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.-5:30 p.m.

# **CONCURRENT WORKSHOP SESSION 1**

1:30 p.m.-3:00 p.m.

International Ballroom Center (Concourse Level)

# **Effective Media Relations for Chronic Disease Programs**

Moderator Ramona D. Schaeffer, MSEd, CHES

Virginia Department of Health

Presenter Deborah Burnette, MA

Media and Public Relations

Working with the media has many different facets in the day-to-day work of public health. One day it may be doing a press release and handling media questions about the opening of a new walking trail to provide opportunities for physical activity. On another day it may involve crisis communications skills as media representatives learn that their state has exceptionally high rates of diabetes and want to know why and what is going to be done about it. In this session, participants will develop skills in using the media effectively; managing crisis situations; creating clear, actionable messages; and presenting themselves well in media interviews.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

Exhibit Hall

#### **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.-5:30 p.m.

1:30 p.m.-3:00 p.m.

Georgetown West (Concourse Level)

# **Healthy Children and Young People**

Moderator Lloyd J. Kolbe, PhD

Centers for Disease Control and Prevention

**™** Using Focus Groups to Plan School-Based Heart Disease Prevention Programs

Josephine Connolly, MS, RD
State University of New York at Stony Brook

Chronic Disease Prevention Strategies for Preschool-Aged Children: A Community Demonstration

MaryBeth Knowlton, RD

Jefferson County, New York Public Health Service

Racial and Ethnic Disparities in Risk Behaviors Among High School Students

Jo Anne Grunbaum, EdD

Centers for Disease Control and Prevention

Julie Robarts, MS, MPH, RD

Massachusetts Department of Public Health

Promoting healthy lifestyles through school-based services provides an opportunity to identify risk behaviors early and develop effective strategies for children. In this session, presenters discuss how to use focus groups to plan programs, methods for identifying racial and ethnic disparities in the prevalence of health risk behaviors, model programs for preschool children, and evaluation strategies for a school-based program.

# **BREAK AND REFRESHMENTS**

3:00 p.m.-3:30 p.m.

Exhibit Hall

# **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.–5:30 p.m.

1:30 p.m.-3:00 p.m.

Georgetown East (Concourse Level)

#### **Chronic Disease Interventions**

Moderator

C. Jackson Hataway, MD, MPH, FACPM Alabama Department of Public Health

Melissa R. Partin, PhD

Minneapolis Department of Health

Acceptability of a Health Department Intervention for CVD Risk Reduction: NC WISEWOMAN

Alice Ammerman, DrPH, MPH, RD

University of North Carolina at Chapel Hill

■ Lay Health Advisors Increase Cancer Screening Rates Among Mexican Farmworkers

Faith Boucher, PhD
California State Department of Health

Diabetes Education in Faith-Based Settings: Re-Creating a "Community of Care"

Kimberly Campbell-Voytal, PhD, RN Wayne State University

This session explores innovative approaches to increasing adult participation in risk reduction services, including early detection and screening. Presenters will discuss their experiences in promoting and evaluating mailed interventions to promote repeat mammography use, implementing the WISEWOMAN program, using lay health advisors to increase cervical cancer screening rates among Mexican farmworkers, and providing diabetes education through faith-based settings.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m. Exhibit Hall

#### **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.–5:30 p.m.

1:30 p.m.-3:00 p.m.

Military (Concourse Level)

#### **Worksite Health Promotion**

Moderator

Brick Lancaster, MA, CHES

Centers for Disease Control and Prevention

Choose to Move 1999: An American Heart Association Behavior Modification Program for Women

Dyann Matson Koffman, DrPH, MPH, CHES Centers for Disease Control and Prevention

Implementation and Evaluation of the New York State Commissioner's Physical Activity and Nutrition Challenge

Erica M. Thompson

Partnership for Health, Inc.

Linda C. Wolfe

New York State Department of Health

Improving Physical Activity for All Ages and Populations: The Take Charge Challenge

Bruce E. Leonard, MPH, CHES Health Consultant, Georgia

Fit for Life: A Physical Activity Challenge That Results in Behavioral and Environmental Change

Elise Flynn, MSEd

St. James Mercy Hospital, New York

Presenters in this session describe their successes in implementing and evaluating large-scale programs to improve physical activity, nutrition, and knowledge about heart disease among adults at work. Program models discussed in this session include the Choose to Move program, the New York State Challenge, the Take Charge Challenge, and Fit for Life.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.-3:30 p.m.

Exhibit Hall

# **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.-5:30 p.m.

1:30 p.m.-3:00 p.m.

Hemisphere (Concourse Level)

# **Chronic Disease Screening and Management**

Moderator William Baldyga, DrPH

University of Illinois at Chicago

Development and Early Outcomes of a Chronic Disease Management Program in an African American Community

Susan Nine, MS

Ebenezer Medical Outreach, Inc., West Virginia

■ Effective Strategies: The Challenges of Reaching Rural Underserved Populations

Laura Shea, RN

New York State Department of Health

Communicating Across Boundaries: The Asian American Women's Breast and Cervical Cancer Program

Jennifer Stoll-Hadayia, MPA
National Asian Women's Health Organization, California

Outcomes of a Community-Based Replication of the Senior Health Enhancement Program

Elizabeth Phelan, MD, MSPH

University of Washington, Northwest Prevention Effectiveness Center

Older adults, rural communities, and people of color are the focus of presentations in this session. Presenters describe strategies to improve cultural competency among providers serving Asian American women, to reduce functional decline and hospitalization among the chronically ill elderly, to improve access to care among rural New Yorkers to prevent and better manage diabetes, and to promote diabetes and hypertension management among African American churchgoers.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

Exhibit Hall

#### **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.–5:30 p.m.

1:30 p.m.–3:00 p.m.

Thoroughbred (Concourse Level)

# **Surveillance and Epidemiology**

Moderator Susan Tortolero, PhD

University of Texas School of Public Health

Self-Reported Chronic Diseases, Associated Risk Factors, and Access to Care in a Latino Population in Maricopa County, Arizona

Sarah Santana, MPH, DrPH

Maricopa County Department of Public Health, Arizona

Chronic Disease Screening and Prevention Among Women Aged 40 and Older Residing at the U.S.-Mexico Border

Jennifer Stephan, MA University of Arizona

□ Differences in Healthy Days Among U.S.- and Foreign-Born Hispanic Kansans

Corinne E. Miller, DDS, PhD

Kansas Department of Health and Environment

□ Diabetes Surveillance of Adult Puerto Ricans in New York City

Thomas A. Melnik, DrPH, MS

New York State Department of Health

State-Based Calculation of Years of Healthy Life Using Life Table Technique

Tim E. Aldrich, PhD, MPH

South Carolina Department of Health and Environmental Control

Eliminating disparities and increasing the quality and years of healthy life are major goals of *Healthy People 2010*. To accomplish these requires an understanding of disease and risk factor prevalence patterns in populations. In this session presenters provide results of studies of disease burden among rural immigrant Latinos in Arizona, Latinas living in 23 U.S. and 39 Mexican municipalities along the border, and Puerto Rican adults in New York City. Estimates of "healthy days" and "years of healthy life" are provided in two other studies, using state-based data sources.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

Exhibit Hall

## **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.–5:30 p.m.

See page 12

## **CONCURRENT SKILLS TRAINING SESSION 1**

1:30 p.m.–3:00 p.m.

Exhibit Hall

# **CDCynergy Computer Training**

Instructor Galen Cole, PhD, MPH

Centers for Disease Control and Prevention

Deciding on the right communications strategy and mix to best influence attitudes and actions is a complex process that is further complicated when the communications are carried out in the context of a larger public health program. This training session will provide participants with a CD-ROM-based process that demonstrates what is involved in systematically conceptualizing, planning, developing, testing, implementing, and evaluating health communication activities within a larger public health framework. The training is highly interactive and presented in a multimedia format that is both educational and engaging. Each participant will receive a manual that complements the training and a copy of the CD-ROM. Participants must attend both sessions (1:30 p.m. and 3:30 p.m.) to be awarded CEUs.

Please sign up for this session at the registration desk. Session limited to 20 participants.

## **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m. Exhibit Hall

#### **GUIDED WALK OF HISTORIC ADAMS-MORGAN**

3:30 p.m.-5:30 p.m.

See page 12

3:30 p.m.-5:00 p.m.

Monroe East (Concourse Level)

# Orientation to CDC's NCCDPHP, the ASTCDPD, and the PRC

Moderator Katie Trout, MPH, MS, RD

St. Louis University School of Public Health

Presenters Janet L. Collins, PhD

Centers for Disease Control and Prevention

Christopher Maylahn, MPH

New York State Department of Health

Barbara E. Ainsworth, PhD, MPH

South Carolina Prevention Research Center

In this session, participants will have the opportunity to learn more about the three organizations that are cosponsors of the 15th National Conference on Chronic Disease Prevention and Control. Presenters will review the history, goals, organization, and major programs and activities of the CDC National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), the Association of State and Territorial Chronic Disease Program Directors (ASTCDPD), and the Prevention Research Centers (PRC) Program.

#### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.-5:00 p.m.

International Ballroom Center (Concourse Level)

# **Policy Options and Priorities for Chronic Disease Prevention and Control**

Moderator Gary C. Hogelin, MPH

Centers for Disease Control and Prevention

Presenters Jonathan Fielding, MD, MPH, MBA

Los Angeles County Department of Health

Ashley Coffield, MPA

Partnership for Prevention, Washington, D.C.

Laura Summer, MPH

National Academy on an Aging Society, Washington, D.C.

This session will consist of two presentations dealing with the rationale and value of setting policy priorities. The first will describe a process in which data from four national surveys of the community-dwelling population in the United States were analyzed and described the broad impact of chronic and disabling conditions. From these results, policy changes are suggested that could reduce the economic and societal costs associated with the conditions. The second presentation will describe a project of the Partnership for Prevention that sought impartial and scientifically sound recommendations on policies having the greatest potential to prevent the most disease and injury at a reasonable cost. These recommendations will be used to assist lawmakers to strengthen national health policy.

#### **EVENING EVENTS**

**5:00 p.m.**—**6:00 p.m.** Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.-5:00 p.m.

Georgetown West (Concourse Level)

# **Burden of Disease and Injury**

Moderator David V. McQueen, ScD

Centers for Disease Control and Prevention

#### The United States Burden of Disease and Injury Study

Matthew McKenna, MD, MPH

Centers for Disease Control and Prevention

#### The Burden of Disease in Los Angeles County

Paul Simon, MD, MPH
Los Angeles County Health Department

Data on the major causes of death have traditionally been the predominant information used to assess population health as well as to delineate health policy priorities. However, in countries such as the United States, where life expectancies are relatively long, information on mortality provides an inadequate depiction of the major sources of morbidity, suffering, and disability. We used the methods developed by the World Health Organization in the *Global Burden of Disease* study to assess the major health problems in the United States.

#### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.-5:00 p.m.

Caucus (Terrace)

# **Advocacy for Chronic Disease Prevention and Control**

Moderator Frank Bright, MS

Ohio Department of Health

**Presenters** Barbara W. Levine

Barbara W. Levine and Associates

Donald O. Lyman, MD

California State Department of Health Services

Educating constituents, superiors, legislators, power brokers, and others about what it is we do in chronic disease prevention and how we do it is essential for public health action. This "how-to" workshop is intended as a refresher for professionals working in chronic disease prevention and control. The presenters will share their perspectives on the administrative and legislative processes at the state and federal levels and review resources available at various sites.

#### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 87-90)

Sunset Sessions (See page 34)

3:30 p.m.-5:00 p.m.

Monroe West (Concourse Level)

# **Creating Policy and Environmental Change I**

Moderator William H. Dietz, MD, PhD

Centers for Disease Control and Prevention

Presenters Linda J. Redman, MA, MPH, CHES

Centers for Disease Control and Prevention

Harold M. Goldstein, DrPH

Southern California Public Health Association

S. Mark Terman

Michigan Governor's Council on Physical Fitness, Health and Sports and the

Michigan Fitness Foundation

This workshop is designed to provide participants with the opportunity to learn about policy, media advocacy, and program approaches to prevent chronic disease that can be implemented at the state and local level. Presenters will share their experiences and engage participants in a discussion of practical issues associated with implementation.

# **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.–5:00 p.m. Cabinet (Concourse Level)

# **Logic Modeling and Its Application to Chronic Disease Research Programs**

Moderator Philip P. Huang, MD, MPH

Texas Department of Health

Presenters Goldie MacDonald, PhD

Centers for Disease Control and Prevention

Michael W. Schooley, MPH

Centers for Disease Control and Prevention

This workshop provides an overview of logic modeling and, as a case example, an application of the outlined concepts to tobacco control. Instructors will present a summary outline of logic models including what they are and what they can do for planning and evaluation. Discussion will address the criteria for creating a "good" logic model, key steps in creating logic models, and sample uses for logic models. Using tobacco control as a case example, participants will walk through building tobacco-specific logic models that can be used to evaluate goals outlined in the National Tobacco Control Program. Interactive exercises will focus on the practical application of concepts with an emphasis on the importance and usefulness of logic models to chronic disease programs.

#### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.-5:00 p.m.

Georgetown East (Concourse Level)

# **Epidemiology and Surveillance**

Moderator Yvonne T. Green, RN, CNM, MSN

Centers for Disease Control and Prevention

Cancer Risk Reduction From Ultraviolet-B Radiation and Vitamin D

William B. Grant, PhD

Atmospheric Sciences Research, Missouri

Does the Stroke Belt Have a Buckle? A Multistate Analysis of Medicare Stroke Hospitalization
Data

Louise M. Henderson, MSPH

Medical Review of North Carolina, Inc.

Health Benchmarks for Counties

Norma Kanarek, MPH, PhD

Public Health Foundation, Washington, D.C.

What Types of Counties Contribute the Majority of U.S. Risk in Excess of *HP 2010* Mortality Targets?

Norma Kanarek, MPH, PhD

Public Health Foundation, Washington, D.C.

Participants will be able to discuss the progress that counties are making toward the *Healthy People 2010* goals and the need for appropriate benchmarking targets to be set; identify demographic and geographic groups who have high stroke hospitalization rates; and state one potential cause of geographic differences in the mortality rates for five cancer types. This panel will describe geographic and demographic variability of risk for disease and health through analysis of mortality data, Medicare hospitalization rates, and Community Health Status Indicators (CHSI). One presenter will discuss the statistical comparison of ground- and space-based surface ultraviolet exposure data with mortality data, with results suggesting that geographic differences in several cancer rates may be due, in part, to differences in exposures to sunlight or Vitamin D. Another will highlight how Medicare hospitalization claims data were used to identify demographic groups having high stroke hospitalization claims rates. The remaining presentations will describe the CHSI project that has assembled various indicators of community health and has allowed counties to compare their community health with that of their peer counties and the *Healthy People 2010* targets.

#### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.–5:00 p.m. Military (Concourse Level)

#### **Prevention Research and Translation**

Moderator Lynda S. Doll, PhD

Centers for Disease Control and Prevention

Development of an Asthma Management Program for Latino Children in Houston Using Intervention Mapping

Maria E. Fernandez, PhD

University of Texas - Houston Public School of Health

Evaluation of the Diffusion of the Child and Adolescent Trial for Cardiovascular Health (CATCH)

Program in Texas

Nancy Murray, DrPH *University of Texas* 

Measurement of Group Collective Efficacy: Instrument Development and Pilot Testing

Danice K. Eaton, MPH, PhD *University of Florida* 

Presenters will describe how research methods have been used to evaluate health promotion planning and intervention models, the diffusion of a school health program, and the development of a collective efficacy measurement instrument, which can be used to evaluate a group's competency in performing a project such as a community-based, collaborative disease prevention initiative. Discussion will include methods for effectively using qualitative and quantitative data and community input in the development of a theory-based health promotion intervention. A diffusion program developed from diffusion theory, previous research in school health program diffusion, and empirical data from the target population was used to promote implementation of a cardiovascular health program in Texas schools, with quite positive results.

#### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.-5:00 p.m.

Hemisphere (Concourse Level)

# **Prevention and Case Management in Clinical Settings**

Moderator David Katz, MD, MPH

Connecticut Prevention Research Center

Cost-Effectiveness of Case Management as a Component of Primary Care for Low-Income Chronically III Persons

Mary Jo Baisch, MS, RN
Institute for Urban Health Partnerships, Wisconsin

Mealth Risk Reduction: Evaluating Client Outcomes in a Rural Clinic Population

Jeanne Bowden, PhD, RN

Oregon Health Sciences University School of Nursing

Abnormal Screening Adherence Follow-Up Program

Kathleen Ell, MSW, DSW
University of Southern Carolina

In this session, presenters will describe projects designed to better manage the primary care or prevention services given in a variety of geographic areas and service systems to chronically ill, underserved, or high-risk populations. The panel will showcase lessons learned and replicable models in the areas of case management for primary care; screening diagnostic follow-up adherence; clinical protocols for health behavior change and chronic disease control in a primary care practice; and best practices for delivery of prevention services.

#### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

3:30 p.m.-5:00 p.m.

Thoroughbred (Concourse Level)

#### **WISEWOMAN**

Moderator Betty H. Wiser, EdD

Women's Health Council, North Carolina

**Presenters** Kathy Foell, RD, MS

Massachusetts Department of Health

Pat Cannon, RN, BSN

North Carolina WISEWOMAN Program Coordinator

Caren Schaab, ANP, MS

Alaska Native Women's Wellness Program

Chris Stockmyer, MPH, RD

Centers for Disease Control and Prevention

**Discussant** Tamara Lewis Johnson, MBA, MPH

Health Resources Services Administration

States, territories, and tribal organizations may apply for federal funding that is used to reduce the risk of illness and death from heart disease through the WISEWOMAN Project. Using the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) framework, WISEWOMAN addresses cardiovascular disease risk factors such as elevated cholesterol, high blood pressure, obesity, sedentary lifestyle, and smoking in the target population: low-income, uninsured women aged 40–64 years who may participate in the NBCCEDP. Partnerships with local health care providers are germane to reducing the risk for illness and death from heart disease in this target population. Some sites/agencies are very successful with partnering, and some are struggling to meet project goals. WISEWOMAN sites have identified activities and characteristics that may predict or explain the success of their partnerships. Panelists will describe creative ways to obtain and maintain administrative buy-in, physician and health care provider support, community interest, program staff endorsement, funding approval, and target population participation.

#### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

## **CONCURRENT SKILLS TRAINING SESSION 2**

3:30 p.m.–5:00 p.m. Exhibit Hall

# **CDCynergy Computer Training**

Instructor Galen Cole, PhD, MPH

Centers for Disease Control and Prevention

Deciding on the right communications strategy and mix to best influence attitudes and actions is a complex process that is further complicated when the communication is carried out in the context of a larger public health program. This training session will provide participants with a CD-ROM-based process that demonstrates what is involved in systematically conceptualizing, planning, developing, testing, implementing, and evaluating health communication activities within a larger public health framework. The training is highly interactive and presented in a multimedia format that is both educational and engaging. Each participant will receive a manual that complements the training and a copy of the CD-ROM. Participants must attend both sessions (1:30 p.m. and 3:30 p.m.) to be awarded CEUs.

Please sign up for this session at the registration desk. Session limited to 20 participants.

## **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 87-90)

Sunset Session (See page 34)

# **SUNSET SESSION**

5:00 p.m.-6:00 p.m.

Georgetown West (Concourse Level)

# **Developing a Chronic Disease Best Practices Document: Getting Under Way**

Presenter Janet L. Collins, PhD

Centers for Disease Control and Prevention

The CDC's National Center for Chronic Disease Prevention and Health Promotion has begun the development of a new document that will describe chronic disease best practices. In this session we will discuss the purpose of the document and progress made on its development, and solicit comments from participants.

#### **EVENING EVENTS**

# **MORNING EVENTS**

6:30 a.m.-7:30 a.m. *Map Room*  Healthy Meeting Activities

7:00 a.m.-7:00 p.m. *Concourse Level* 

Registration

7:00 a.m.–8:15 a.m. *Exhibit Hall* 

Continental Breakfast

8:30 a.m.-10:00 a.m.

Thoroughbred (Concourse Level)

# **Primary Prevention of Diabetes**

Moderator Fran C. Wheeler, PhD

Centers for Disease Control and Prevention

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David F. Williamson, MS, PhD

Centers for Disease Control and Prevention

#### **Public Health Implications**

Frank Vinicor, MD, MPH

Centers for Disease Control and Prevention

## ca Challenges of Sustaining Behavioral Change

Leonard Jack, Jr., PhD, MS

Centers for Disease Control and Prevention

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Jean Chabut, BSN, MPH

Michigan Department of Health

**Discussants** David P. Hoffman, MS

New York State Department of Health

Barbara A. Bowman, PhD

Centers for Disease Control and Prevention

Type 2 diabetes, the seventh leading cause of death, is rapidly becoming one of the most common chronic diseases in the United States: more than 7% of the adult population is affected and more than 750,000 new cases are diagnosed each year. More than 18% of adults older than age 65 have diabetes, and among African Americans, Hispanic Americans, Asian and Pacific Islanders, and American Indians, up to half of adults may be affected. People who have diabetes are at significantly increased risk for severe, long-term complications. Emerging data suggest that sustained lifestyle interventions, primarily weight management, dietary modification, and increased physical activity may prevent or delay the onset of diabetes in high-risk individuals. This session will explore the scientific evidence that supports diabetes prevention and the ramifications for public health systems and behavioral change intervention approaches.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m. *Exhibit Hall* 

8:30 a.m.-10:00 a.m.

Hemisphere (Concourse Level)

# Creative Collaborations I: How to Work and Play Well With Others

Moderator Julie Harvill, MPA

Illinois Department of Health

How to Work and Play Well With Faith-Based Agencies

Mimi Kiser, RN, MPH, CHES
Interfaith Health Program, Georgia

Mow to Work and Play Well With Prevention Research Centers

Charles Deutsch, ScD

Harvard School of Public Health

Julie L. Schaefer

McDonald's Corporation, Illinois

Mow to Work and Play Well With Peer Review Organizations

David Schulke, Executive Vice President

American Health Quality Association, Washington, D.C.

As we explore new approaches to traditional chronic disease areas and position ourselves to address new challenges, we must strengthen our collaborations. This includes our relationships with current partners and our efforts to engage new ones. This session provides an overview of partnership opportunities with faith-based organizations, the food industry, Prevention Research Centers, and peer review organizations.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Jefferson West (Concourse Level)

## **Public Health Practice and Research I: The Influence of PLACE**

Moderator James P. LoGerfo, MD, MPH

University of Washington Department of Health Services

Presenter Ichiro Kawachi, PhD

Harvard School of Public Health

Dr. Kawachi describes how our emerging understanding of contextual issues within communities can improve the design and effectiveness of our population health strategies. He discusses the critical factors that help in understanding the context of PLACE variables including the theories of social capital, social cohesion, and collective efficacy. He makes the case that the more capacity that exists to accurately assess the effects of place, the more benefit will accrue for public health practice and policies.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Lincoln West (Concourse Level)

# **Creating Policy and Environmental Change II**

Moderator Steven Go

Steven Gortmaker, MS, PhD
Harvard School of Public Health

A Tobacco Control Framework: Policy Lessons and Implications

Dearell Niemeyer, MPH

Centers for Disease Control and Prevention

From the Summit to the Trenches: Mobilizing Action Through the National Alliance for Nutrition and Activity

Margo C. Wootan, DSc Center for Science in the Public Interest

Creating Policy and Environmental Change to Promote Physical Activity

William Wilkinson, AICP
National Center for Bicycling and Walking

Historically, seeking policy and environmental changes has been a fundamental strategy for public health action. In this session these approaches are discussed in the context of the leading causes of death: tobacco use, physical inactivity, and unhealthy diets. By the end of the session participants will be able to describe and incorporate policy and environmental change strategies into their own initiatives. They will also know how to maximize their effectiveness in working with policy makers to create more livable communities, prevent tobacco use initiation, and promote opportunities for healthy eating.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.–10:00 a.m.

Military (Concourse Level)

# **Health Communications Research for Tailored Health Messages**

Moderator Gordon E. Robbins, MPH

Centers for Disease Control and Prevention

Presenter Matthew Kreuter, PhD, MPH

St.Louis University School of Public Health

In the last decade, market research, public health, and computer technologies have been imaginatively combined to create tailored messaging strategies to reach people where they live, work, and get health care for themselves and their children. In this workshop, Dr. Kreuter will share with participants a variety of applications of tailored messaging approaches being developed, tested, and implemented by his team at the Health Communications Research Laboratory at the School of Public Health at St. Louis University and the theory and research underlying these approaches. He will also discuss ways that health professionals can employ tailored messaging approaches in their own programs.

## **BREAK AND REFRESHMENTS**

10:00 a.m.–10:30 a.m. *Exhibit Hall* 

8:30 a.m.-10:00 a.m.

Georgetown West (Concourse Level)

# Activities and Future Directions in Older Adult Health at the Centers for Disease Control and Prevention

Moderator Suzanne M. Smith, MD, MPH

Centers for Disease Control and Prevention

Older Adult Health Activities at the Centers for Disease Control and Prevention

Catherine H. Hennessy, DrPH, MA

Centers for Disease Control and Prevention

Realth Care Systems

David M. Buchner, MD, MPH

Centers for Disease Control and Prevention

Preventing Falls Among Older Adults

Judy A. Stevens, PhD

Centers for Disease Control and Prevention

Abigail Shefer, MD

Centers for Disease Control and Prevention

Managing Sensory Impairments in Older Adults

John E. Crews, DPA

Centers for Disease Control and Prevention

As the population of older adults continues to grow, the public health system needs plans, partnerships, and programs in place to promote healthy lifestyles. In this session, presenters provide an overview of future directions at the Centers for Disease Control and Prevention, opportunities and challenges in developing physical activity interventions as part of service delivery in health care systems, and strategies for preventing falls among older adults.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.–10:30 a.m.

8:30 a.m.-10:00 a.m.

Georgetown East (Concourse Level)

# **Partnerships**

Moderator

Jean Wiecha, PhD

Harvard School of Public Health

Ats'íís Yá'át'éehgo Áhool'á—Healthy Path: A Nutrition and Physical Activity Program for Navajo Elders

Janice Thompson, PhD

University of New Mexico Center for Health Promotion and Disease Prevention

Keith Cernak, MSPH, MBA

Partners for a Healthier Community, Massachusetts

James L. Coleman, EdD, CHES

South Carolina Department of Health and Environmental Control

ca Chronic Disease Program Integration Plans in New York State

Gail Chmielenski, MA, MS

New York State Department of Health

The panel will make four presentations that demonstrate how effective partnerships can work for health improvement. Discussion topics will include the variety of potential partners and the issues involved in developing effective community partnerships. Presenters will also discuss the advantages of using a partnership to plan, implement, and evaluate health education interventions, including the collection of needs assessment and evaluation data.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Caucus (Terrace Level)

# **Policy and Environmental Change for Risk Reduction**

Moderator Ross Brownson, PhD

St. Louis University School of Public Health

Environmental Tobacco Smoke in Olmsted County, Minnesota: Sites of Exposure and Attitudes of the Population

Randal Thomas, MD, MS

Mayo Clinic, Minnesota

Involving Community Members in Creating an Environment That Promotes Physical Activity

Erica M. Thompson, MA

Partnership for Health, Inc., North Carolina

Jennifer Gierisch, MPH

North Carolina Advisory Committee on Cancer Coordination and Control

Policies and Physical Environments Promoting Nutrition and Physical Activity at Urban Churches

Jeffrey Mayer, PhD St. Louis University School of Public Health

Policies and environments can impair or contribute to healthy community norms and behaviors. Presentations in this session illustrate wide-ranging approaches to assessment of policies and environments, interventions to modify them, and evaluation of their impact on consumer preferences and community awareness.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Monroe West (Concourse Level)

# **Epidemiology and Surveillance**

Moderator Don Bishop, PhD

Minnesota Department of Health

Impact of Diabetes on Changes in Cardiovascular Disease Hospitalizations, South Carolina, 1986–1998

Youjie Huang, MD, DrPH South Carolina Department of Health and Environmental Control

№ NCEP-ATP II Goals for the Public Are Not Being Reached—Carolina Heart Survey

James Thomas, MD

Medical University of South Carolina

Reducing Smoking and Total Mortality: Successes in California and Massachusetts

Bruce Leistikow, MD *University of California at Davis* 

State Estimates of Behavioral Trends: BRFSS, 1991–1999

Shayne D. Bland, MSc Centers for Disease Control and Prevention

This panel will describe how epidemiological and surveillance data are used to analyze trends in health behavior changes, prevention program efforts, and disease and mortality rates. Two presenters will demonstrate how data from the Behavioral Risk Factor Surveillance System can be used to describe state trends in major health risk behaviors, including only marginal increases in the use of effective screening for colorectal cancer, and the implications of targeting prevention efforts. The remaining presenters will describe how analysis was used to understand major risk factors for chronic disease, the effect of tobacco control programs on mortality rates, and the achievement of national health goals for the public.

#### BREAK AND REFRESHMENTS

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Monroe East (Concourse Level)

# Public Health Planning: Centers for Disease Control and Prevention's National Approach to Colorectal Cancer

Moderator Nancy C. Lee, MD

Centers for Disease Control and Prevention

**Presenters** Brooke Steele, DO

Centers for Disease Control and Prevention

Laura C. Seeff. MD

Centers for Disease Control and Prevention

Cynthia Jorgensen, DrPH

Centers for Disease Control and Prevention

Leslie Given, MPA

Centers for Disease Control and Prevention

This session provides a forum for the discussion of colorectal cancer prevention and control as a public health initiative. In this session, speakers will explore key issues related to colorectal cancer prevention and control from a variety of perspectives. The perspectives include research, program and partnerships surveillance, behavioral science, and communications. Speakers will describe the public health problem and initiative, present current CDC efforts and activities, and discuss future challenges and approaches related to national colorectal cancer prevention and control. This forum allows participants to learn about current research efforts, national screening prevalence rates, consumer barriers to routine screening, state prevention and control programs, professional education programs, and "Screen for Life," a national education campaign.

## **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

## **CONCURRENT SKILLS TRAINING SESSION 1**

8:30 a.m.–10:00 a.m. Exhibit Hall

# **On-Line BRFSS Data Systems**

Instructor Carmelle Goldberg, MSc

Centers for Disease Control and Prevention

The Behavioral Risk Factor Surveillance System (BRFSS) is working in collaboration with the Council of State and Territorial Epidemiologists to develop a course entitled "On-Line BRFSS Data Systems: Survey Methodology and Analysis." This course will provide new BRFSS data users with tools and background information to understand and interpret routine BRFSS analysis. Modules of the course will be focused on retrieving and interpreting data from BRFSS end-of-year reports and issues involved in the following: conducting and interpreting descriptive and inferential statistics, combining years of data for risk factors with small sample sizes, and conducting and interpreting trend analysis. This workshop will combine classroom teaching with on-line training methods to allow participants to work at their own pace and receive one-on-one assistance with course materials or technical difficulties.

#### **BREAK AND REFRESHMENTS**

10:00 a.m.–10:30 a.m. Exhibit Hall

#### **PLENARY**

#### 10:30 a.m.-12 noon

International Ballroom Center (Concourse Level)

# **Eliminating Disparities in Chronic Disease: A Time for Action**

Moderator Walter Williams, MD, MPH

Centers for Disease Control and Prevention

Presenters Camara P. Jones, MD, PhD, MPH

Centers for Disease Control and Prevention

Jane L. Delgado, PhD, MS

National Alliance for Hispanic Health

Howard K. Koh, MD

Massachusetts Department of Public Health

Michael Bird, MSW, MPH

American Public Health Association

The second goal of *Healthy People 2010* is to eliminate health disparities among different segments of the population. These include differences that occur by sex, race, or ethnicity, education or income, disability, living in rural localities, or sexual orientation. In this session panelists will be asked questions dealing with eliminating health disparities in chronic disease prevention and control. Questions include what existing and potential policies hinder or facilitate improvements in minority health and how public health professionals can create environments that support healthy behaviors.

#### **LUNCHTIME EVENTS**

12 noon-1:30 p.m. Lunch on Your Own/Networking

#### Guided Walk Through Georgetown

This walking tour of historic Georgetown features embassies and homes of prominent Washingtonians, the C & O Canal, and other attractions. Participants will complete a walkability survey of the area during the tour. Guides for the tour are Linda Dusenbury from Colorado, Wilkinson of the National Center for Bicycling and Walking, and Daria Chapelsky-Massimilla from the National Cancer Institute.

1:30 p.m.-3:00 p.m.

Thoroughbred (Concourse Level)

# **Women Who Kick Butts: Entertainment and Advocacy**

Moderator Michael Greenwell

Centers for Disease Control and Prevention

**Presenters** Christy Turlington

Turly, Inc., New York

Leslie Nuchow SLAM. New York

Presenters Christy Turlington and Leslie Nuchow will discuss how they use their public recognition as a vehicle to deliver tobacco use prevention messages. Cover model and student Christy Turlington became active in the campaign to educate teens about addiction to tobacco products when she lost her father to lung cancer. In this session she will share her experiences as a spokesperson for CDC through a print ad and television commercial. New York City-based singer/songwriter and activist Leslie Nuchow was approached in 1997 to participate in a high-profile promotion by the Virginia Slims cigarette company. In keeping with her belief that music has the power to heal and should not be used to harm, Leslie rejected the offer and started Virginia SLAM!, using music and entertainment to target the tobacco industry.

#### **BREAK AND REFRESHMENTS**

1:30 p.m.-3:00 p.m.

Hemisphere (Concourse Level)

# **VISIONS I: Anti-Racism Training Workshop**

Moderator Sheryl Schwartz, MPA

University of Washington

Presenters John Capitman, PhD

VISIONS, Inc.

Valerie Batts, PhD VISIONS, Inc.

This two-part training workshop will explore the more subtle aspects of modern individual and institutional racism. The participants will be presented with a theoretical model and examples in the first session and then have the opportunity in the second session to work in small groups on how issues of racism are seen and played out in their own lives. The second session is limited to 30 participants who also participated in the first session.

#### **BREAK AND REFRESHMENTS**

1:30 p.m.-3:00 p.m.

Caucus (Terrace Level)

# **Creative Collaborations II: How to Work and Play Well With Others**

Moderator LaDene Larsen, BSN

Utah Department of Health

Mow to Work and Play Well With Faith-Based Organizations

Mimi Kiser, RN, MPH, CHES
Interfaith Health Program, Georgia

Mow to Work and Play Well With Prevention Research Centers

Charles Deutsch, ScD

Harvard School of Public Health

Julie L. Schaefer

McDonald's Corporation, Illinois

Mow to Work and Play Well With Peer Review Organizations

David Schulke, Executive Vice President

American Health Quality Association, Washington, D.C.

Following the morning invited session, this workshop will allow each of the morning panelists the opportunity to discuss what they see as the benefits of partnership and suggest some common ground for partnership development.

#### **BREAK AND REFRESHMENTS**

1:30 p.m.-3:00 p.m.

Monroe West (Concourse Level)

# **Measuring PLACE Variables: What Could Be Applied Right Now?**

Moderator James P. LoGerfo, MD, MPH

University of Washington Department of Health Services, NW Prevention

Effectiveness Center

Presenters Ruth Edwards, PhD

Tri-Ethnic Center for Prevention Research, Colorado

Jeffrey Morenoff, PhD University of Michigan

Robert M. Goodman, PhD

Tulane University

Andy Goodman, MD

New York City Department of Health

The goal of this session is to offer practical examples of how some of the social processes described earlier in this conference by Dr. Ichiro Kawachi can be applied to enhance the planning, implementation, and evaluation of current community-based public health programs. Presenters will describe the approach that CommunityWorks in the New York City Department of Health is taking to address the growing problem of pediatric asthma. They envision how various measures of social indicators might be beneficial in the planning, implementation, or evaluation of community-based initiatives such as the CommunityWorks project.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

1:30 p.m.-3:00 p.m.

Monroe East (Concourse Level)

# **Measuring Healthy Days**

Moderator Elleen M. Yancey, Ph.D

Morehouse School of Medicine

□ Design of a Surveillance System for Tracking Health-Related Quality of Life

David G. Moriarty, BSEE

Centers for Disease Control and Prevention

**Evaluation of the Healthy Days Surveillance Measures and Methods** 

Elena Andersen, PhD
Saint Louis University School of Public Health

Arthritis and Health-Related Quality of Life Surveillance

Fatima Mili, MD, PhD, MPH

Centers for Disease Control and Prevention

cardiovascular Disease and Health-Related Quality of Life

Nora Keenan, PhD
Centers for Disease Control and Prevention

State Applications of Health-Related Quality of Life Surveillance

Corinne E. Miller, DDS, PhD

Kansas Department of Health and Environment

Since January 1993, about 1 million adults have responded to a set of four health-related quality of life measures at the beginning of each Behavioral Risk Factor Surveillance System (BRFSS) interview. The questions ask about self-rated general health, recent physical health, recent mental health, and recent activity limitation. These "Healthy Days" measures—including an expanded set that asks about the main cause, duration, and extent of any reported activity limitation, and about recent pain, depression, anxiety, sleeplessness, and vitality—have been found to be valid, reliable, and responsive to change in several population studies. These measures and population data are proving to be particularly useful for characterizing the symptom burden of disabilities and chronic diseases, including arthritis, cardiovascular disease, cancer, and diabetes. This session will describe the health policy context, validity, and use of these Healthy Days measures for chronic disease surveillance and prevention research.

#### **BREAK AND REFRESHMENTS**

1:30 p.m.-3:00 p.m.

Georgetown West (Concourse Level)

#### **Chronic Disease Interventions**

Moderator Adeline M. Yerkes, RN, MPH

Oklahoma Department of Health

REACH 2010: Lessons Learned From the Year One Planning Process—On the Way to Reducing Health Disparities

Imani Ma'at-Shambhala, EdD, MEd, MCP

Centers for Disease Control and Prevention

A Comprehensive Evaluation of the State Component of the 5 A Day for Better Health Program

Daria Chapelsky-Massimilla, MPH
National Cancer Institute, Maryland

Enabling the Nation's Schools to Prevent Cardiovascular Disease, Cancer, and Diabetes: A CDC Initiative

Howell Wechsler, EdD, MPH

Centers for Disease Control and Prevention

This session provides overviews and lessons learned from implementation of federally developed program models. Presenters will discuss lessons learned from the planning process for REACH 2000 designed to reduce health disparities among people of color and from a comprehensive evaluation across states of the state component of the 5 A Day Program. CDC's new initiatives designed to help schools prevent cardiovascular disease, cancer, and diabetes will also be discussed.

#### BREAK AND REFRESHMENTS

3:00 p.m.–3:30 p.m.

1:30 p.m.-3:00 p.m.

Georgetown East (Concourse Level)

# **Improving Clinical Practice**

Moderator

Scott Kronlund, MD, MS *University of Washington* 

How the Evidence-Base for Effective Chronic Disease Prevention and Management Services Is Used and Viewed by Managed Care Decision-Makers

Lisa A. Benz Scott, PhD, CHES

Center for the Advancement of Health, Washington, DC

Institutionalization of "Put Prevention Into Practice" (PPIP) in Primary Care Settings: The Texas Experience

Patricia Goodson, PhD Texas A&M University

Using Evidence-Based Decision Making to Improve Quality of Breast Cancer Screening and Diagnostic Services

Liana Lianov, MD, MPH

California Department of Health Services

The Prevalence of Health Risk Behaviors Among Adults Served by an Inner-City Clinic

Brvan Rettia

Nebraska Health and Human Services System

Policy makers and program planners now have the evidence-based model to use in decision making as well as evidence-based guidelines for the management of specific chronic conditions. In this session, presenters describe how the prevalence of selected health risk behaviors was evaluated among adults served in an inner-city Omaha clinic and how evidence-based decision making was used to develop strategies for improving the quality of breast cancer screening and diagnostic services for low income California women. The Texas experience in institutionalizing Put Prevention Into Practice (PPIP) in primary care settings and the results of a multistate project to identify factors that influence integration of evidence-based strategies into managed care are also discussed.

#### **BREAK AND REFRESHMENTS**

1:30 p.m.-3:00 p.m.

Military (Concourse Level)

## **Worksite Health Promotion**

Moderator Lorrie J. Graaf, RN

Iowa Department of Public Health

Health Promotion for New York City Workers: Results of a Citywide Worksite Wellness Program

Daria Luisi, PhD, MPH

New York City Department of Health

Making It Easier to Eat Well at Work

Amy Jesaitis, MPH, RD

New York State Department of Health

Partnering Health Insurance Company and Employee Wellness Programs: Creating Changes That Improve Health

Nancy C. Neff
Utah Department of Health

Measuring Urban Worksite Environmental and Policy Supports for Heart Health in Queens, New York City

Marcia Bayne-Smith, DSW, MSW

Queens College—City University of New York

Workplace health promotion programs provide an opportunity to create supportive environments for healthy behaviors, identify health risks, and link employees with needed health services. In this session presenters describe their experiences with public and private sector worksites in implementing personal, policy, and environmental assessments and comprehensive interventions in the workplace and in the surrounding community.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

1:30 p.m.-3:00 p.m.

Lincoln West (Concourse Level)

# **Social Marketing**

Moderator

Julie A. Marshall, PhD

Rocky Mountain Prevention Research Center

Creative Partnering and Prevention Marketing: A New Tool for Communities' Battles Against Chronic Disease

Danielle C. Landis, MPH, PhD

Florida Prevention Research Center

Evaluation of a 5 A Day Social Marketing Campaign Versus Curriculum Intervention for Middle School Adolescents

Joan Ware, MSPH, RN *Utah Department of Health* 

The California Women's 5 A Day Evaluation Study of Social Marketing Activities Using Mass Media, Public Relations, and Retail Supermarkets

Sharon Sugerman, RD, LD, FADA Public Health Institute, California

Strong Bones for a Lifetime Mall Walk Campaign

Geraldine Mackenzie, MSS

New Jersey Department of Health and Senior Services

In this session presenters describe how they have employed the tools of social marketing and communications to increase fruit and vegetable consumption among middle school students, to encourage mothers in California to purchase more fruits and vegetables for their families, to raise awareness about osteoporosis risk and prevention in New Jersey, and to engage communities in Sarasota County, Florida, to address community health concerns.

#### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

1:30 p.m.-3:00 p.m.

Lincoln East (Concourse Level)

### **Clinical Interventions and Self-Care**

Moderator Frank Vinicor, MD, MPH

Centers for Disease Control and Prevention

▼ Telephone Weight Loss Advisors Provide Obesity Treatment in Primary Care

Karen Sutton, PhD

Family Practice Clinical Research Center, Ohio

Randomized Trial of an Innovative Program to Improve Self-Care Behaviors of African American Women with Type 2 Diabetes: Impact on Diabetes Knowledge

Carmen Samuel-Hodge, MPH, PhD

Department of Nutrition, University of North Carolina

community-Based Interventions for Type 2 Diabetes: Glycemic Control, Behavioral Change, and Psychosocial Status

Rosalie Young, PhD Wayne State University School of Medicine

A Randomized Trial to Improve Self-Care Behaviors of African American Women With Type 2 Diabetes: Impact on Physical Activity

Thomas Keyserling
University of North Carolina at Chapel Hill

In this session, presenters describe how they used telephone weight loss advisors to provide obesity treatment in primary care, built on the cultural and social needs of African American women with Type 2 diabetes when designing interventions, used an integrated education and behavioral change program for a predominantly minority population with Type 2 diabetes, and developed a moderate-intensity physical activity program for African American women with Type 2 diabetes.

### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m.

### **CONCURRENT SKILLS TRAINING SESSION 2**

1:30 p.m.–3:00 p.m. Exhibit Hall

## Using the Interactive Women's Atlas of Heart Disease Web Site for Public Health Planning

Instructor Ishmael Williams, MA

Centers for Disease Control and Prevention

This skill-building session will familiarize participants with the information resources, maps, and tools of the Interactive Web site of the Women's Atlas of Heart Disease. The interactive atlas is a Web-enabled version of the recent CDC and West Virginia University publication, *Women and Heart Disease: An Atlas of Racial and Ethnic Disparities in Mortality*. The session will include practical instruction in the navigation of the Web site to retrieve national, regional, and county information and maps documenting the geographic, racial, and ethnic disparities in heart disease mortality. The session highlights the use of the new cutting-edge Geographical Information Systems (GIS) technology that has only recently become widely available on the Internet. Participants will learn in a "hands-on" environment on individual desktop computers as they follow on a large overhead monitor the steps of using GIS tools to retrieve county-level demographic and mortality information and maps illustrating heart disease distribution.

### **BREAK AND REFRESHMENTS**

3:00 p.m.–3:30 p.m. Exhibit Hall

3:30 p.m.-5:00 p.m.

Georgetown East (Concourse Level)

### **Healthy Behaviors and Quality of Life at Every Age**

Moderator Paula Marmet, MS, RD/LD

Kansas Department of Health and Environment

Surveillance of Adult Health-Related Quality of Life in States and Communities

David G. Moriarty, BSEE

Centers for Disease Control and Prevention

Frank A. Ahern, PhD

The Pennsylvania State University

Developing State-Based Programming to Improve Quality of Life for People With Arthritis: The Utah Arthritis Program

Richard C. Bullough, PhD

Utah Department of Health

Johanna M. Hinman, MPH, CHES

The Arthritis Foundation, Washington, D.C.

In this session, presenters examine a range of issues associated with measuring and improving quality of life (QOL). They discuss currently available surveillance mechanisms and practical approaches to the measurement of QOL of populations. The presenters give examples of the application of research on QOL to the development and implementation of interventions and partnerships to improve the QOL for adults with arthritis.

### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Georgetown West (Concourse Level)

## Lead, Follow, or Get Out of the Way: The Challenges of Increasing Healthy Eating, Physical Activity, and Healthy Weight

Moderator Donna Nichols, MSEd, CHES
Texas Department of Health

#### Overview

Elizabeth (Libby) Puckett, PT

North Carolina Department of Health and Human Services

#### Transportation and the Built Environment

Thomas Schmid, PhD

Centers for Disease and Control Prevention

#### 

Margo C. Wootan, DSc Center for Science in the Public Interest

#### **∞** Schools

William H. Datema, MS
Society of State Directors of Health, Physical Education, and Recreation

**Discussants** Susan B. Foerster, MPH, RD

California Department of Health Services

Jeffrey Sunderlin, MS, ATC/L

Illinois Department of Public Health

The purpose of this session is to provide participants with a common understanding of the role of nutrition, physical activity, and healthy weight in the prevention and control of chronic disease, and particularly, the complexities of addressing these health behaviors at the state level. Special consideration will be given to four influencing factors: transportation and the built environment, the food industry, schools, and public policy. Participant input will assist the Nutrition and Physical Activity Workgroup (NUPAWG) in the development of a framework for a best practices document for nutrition and physical activity at the state and local level.

### **EVENING EVENTS**

5:00 p.m.-6:00 p.m. Posters With Authors (See pages 90-93)
Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

### **CONCURRENT WORKSHOP SESSION 5**

3:30 p.m.-5:00 p.m.

Hemisphere (Concourse Level)

### **VISIONS II: Anti-Racism Training Workshop**

Moderator Susan R. Levy, PhD, CHES

Illinois Prevention Research Center

Presenters John Capitman, PhD

VISIONS, Inc.

Valerie Batts, PhD VISIONS, Inc.

This two-part training workshop will explore the more subtle aspects of modern individual and institutional racism. The participants will be presented with a theoretical model and examples in the first session and then have the opportunity in the second session to work in small groups on how issues of racism are seen and played out in their own lives. The second session is limited to 30 participants who also participated in the first session.

### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Monroe West (Concourse Level)

### **Eliminating Disparities**

Moderator Imani Ma'at-Shambala, EdD, MEd, MCP

Centers for Disease Control and Prevention

Community Church-Based, Low-Income Hispanic and Undocumented Immigrant Health Care Intervention Project

Glenna Allbritton, RN, MSN, CFNP
Tarrant County Public Health Department, Texas

Reaching African Americans in Their Community for Better Diabetes Health

Jean Hare, RN, MPA, CDE Southern Michigan Diabetes Outreach Network

Using Community Partnerships to Address Health Disparities: "My Body, My Temple" Health Promotion Conference

Sherry Bullock, MPH
South Carolina Department of Health and Environmental Control

First Steps in Eliminating Cardiovascular Health Disparities: Identifying Beliefs and Practice in Communities of Color

Margaret O. Casey, RN, BSN

New York State Department of Health

Promoting healthy lifestyles and access to care in communities of color requires understanding barriers to healthy behaviors, including socioeconomic and environmental factors, access to health care, knowledge, and beliefs. Presenters in this session report on approaches used to identify barriers. Such approaches include community conferences, focus groups, a research consortium, and an assessment of parishioners in African American churches.

#### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Thoroughbred (Concourse Level)

### **Applications of Technology to Chronic Disease**

Moderator Nicky Teufel-Shone, PhD

University of Arizona College of Public Health

The National Tobacco Control Program Chronicle: Internet-Based Progress Reporting as a Learning Tool

Lindsay Goodman, MA, CHES

Centers for Disease Control and Prevention

□ Development of a Publicly Accessible Database for Population-Based Research at NIH

Stephen G. Kaler, MD, MPH National Institutes of Health

Tracking Cancer Communications Campaigns

Cynthia Jorgensen, DrPH

Centers for Disease Control and Prevention

Use of GIS to Target Outreach Activities and to Evaluate Screening Success in the Indiana Breast and Cervical Cancer Early Detection Program

Carol Friesen, PhD, RD

Ball State University, Indiana

Panel members will describe four ways in which emerging technologies are being used to evaluate, develop and implement chronic disease prevention programs, searchable research databases, and outreach and marketing efforts. The focus will be on the National Tobacco Control Program prevention initiative, the NIH publicly accessible database for population-based prevention research, the application of television marketing research technology, in combination with GIS analysis, in the process evaluation of PSA campaigns, and the additional use of GIS technology in identifying geographic areas where screening need is greatest.

### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Monroe East (Concourse Level)

### **Tailored Communications for Diverse Populations**

Moderator Elizabeth A. Majestic, MS, MPH

Centers for Disease Control and Prevention

Efficacy of a Tailored, Interactive, Multimedia Breast Cancer Intervention for Low-Income Latinas

Armando Valdez, PhD

Pacific Rim Institute for Social Marketing, California

New York City Women's Healthy Heart Consortium

Daria Luisi, PhD, MPH
New York City Department of Health

**™** Outcome Evaluation of Paid Counter-Marketing Campaigns for Tobacco Control Programs

Lisa Peterson

Centers for Disease Control and Prevention

■ Using Audience Segmentation Techniques to Prevent Adolescent Tobacco and Alcohol Use

Melinda S. Forthofer, PhD

Florida Prevention Research Center at the University of South Florida

This session illustrates how carefully considered communication approaches can be used effectively to achieve a variety of outcomes with diverse populations. Presenters document the effectiveness of using tailored communications to promote acceptance of breast cancer screening and awareness of cardiovascular disease, and how audience segmentation approaches can maximize intervention impact of tobacco and alcohol prevention programs directed at young people. As many states consider implementing paid counter-marketing campaigns, one presenter describes the importance of establishing clear communications objectives and evaluation indicators and describes the results of Florida's "truth" campaign.

### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

### **CONCURRENT SKILLS TRAINING SESSION 3**

3:30 p.m.–5:00 p.m.

Exhibit Hall

### **WONDER** on the Web

Instructor Alex Charleston

TRW Corporation, Ohio

CDC WONDER, an information system developed by CDC specifically for the public health community, provides access to a wide variety of reports, including CDC publications (title, author, abstract) and other bibliographies; the *Healthy People 2010* objectives and associated data sources; and a wide range of surveillance and statistical information. It includes numbers and rates of sexually transmitted diseases, cancer cases, and mortality and morbidity data for the United States. Users can request data for any disease and demographic group by submitting ad hoc queries against available datasets. This course will help the user find information, submit customized queries, and use on-line tools such as the International Classification Diagnostic code finder.

### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Jefferson West (Concourse Level)

### **Channels for Communication About Chronic Disease Prevention**

Table 1—A Three-Way Partnership to Promote Breast and Cervical Health: Using Movie Theaters as a Promotion Channel

Evelyn Gonzalez, MA

Cancer Information Service, Pennsylvania

Table 2—WellNYS 2000—Promoting Physical Activity and 5 A Day in the 21st Century via E-mail Linda C. Wolfe

New York State Department of Health

Table 3—Factors Affecting Use of Self-Help Education Options by Adults With Arthritis in Minnesota Pamela Van Zyl York, PhD, MPH

Minnesota Department of Health

Table 4—Technology and Chronic Disease Program Advocacy: The National Arthritis Action Plan

J. Kevin Brennan

Arthritis Foundation, Washington, D.C.

### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Jefferson East (Concourse Level)

### **Eliminating Health Disparities**

### Table 1—Coalition of Hispanic Women Against Cancer (CHWAC)—Early Community Involvement: A Key to Success

Ximena Ilabaca-Somoza, MD, MPH University of Kansas Medical Center

### Table 2—Addressing the Disparity in Cervical Cancer Morbidity and Morality Among Whites, Blacks, and Hispanics

Sarah M. Chapman, BSPH

American Social Health Association

### Table 3—Evaluating Efficacy of Traditional Indian Healing in Chronic Disease Management

J. Kristin Olson-Garewal, MD *University of Arizona College of Medicine* 

### Table 4—Risk Factors for Diabetes and Its Complications Among Racial Groups in HHS Region VIII

Barbara A. Larsen, RD, MPH *Utah Department of Health* 

### Table 5—Public-Private Partnership: Creative Strategies for Improving Access to Screening Services in Communities of Color

Cheryl A. Boyce
Ohio Commission on Minority Health

### Table 6—Participatory Priority Setting of Racial and Ethnic Health Disparities by a Community Coalition

Mollie M. Williams, MPH

Migrant Health Promotion and the REACH Promotora Community Coalition, Texas

#### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Lincoln West (Concourse Level)

### **Creative Partnering**

#### Table 1—A Collaborative Approach to Policy Development: Chronic Disease Case Management

Edith Sternberg, MPH, CHES

Illinois Department of Public Health

#### Table 2—Collaboration With a Medical School to Meet Educational Needs

Lucie Riggsbee, RN, MSN

North Carolina Breast and Cervical Cancer Control Program

### Table 3—The American Cancer Society's Collaborative Evaluation Fellows Project: A Nationwide Model for Local Evaluations

Donald W. Compton, PhD

American Cancer Society, Georgia

### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Lincoln West (Concourse Level)

### **Healthy Behaviors and Quality of Life at Every Age**

Table 4—Living With Chronic Conditions and Disabilities—How Elders Adapt and Age Successfully
Ruth D. Palombo, MS, RD
Massachusetts Department of Public Health

Table 5—State-Level Program Assessment in Physical Education Designed to Impact Physically Active Lifestyles in South Carolina

Judith E. Rink, PhD University of South Carolina

### **EVENING EVENTS**

5:00 p.m.–6:00 p.m. Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

3:30 p.m.-5:00 p.m.

Lincoln East (Concourse Level)

### **Building on Research Findings and Methods**

#### Table 1—Determining What Works in Prevention

David Atkins, MD, MPH

Center for Practice and Technology Assessment, Maryland

### Table 2—Community-Based Intervention for Seniors With Minor Depression

Sheryl Schwartz, MPA

University of Washington Department of Health Services

### Table 3—Diabetes Management: A Multifaceted Collaborative Approach Within a Managed Care Environment

Susan Burke, RN

Blue Cross Blue Shield, Rochester, New York

### Table 4—A Tool for Improving Cancer Screening Follow-Up

Kathryn R. Rowley, RTT *Utah Department of Health* 

### **EVENING EVENTS**

**5:00 p.m.–6:00 p.m.** Posters With Authors (See pages 90-93)

Sunset Sessions (See pages 71-73)

### **ANCILLARY MEETINGS**

### **CONCURRENT SUNSET SESSION 1**

5:00 p.m.-6:00 p.m.

Hemisphere (Concourse Level)

## Applications, Benefits, and Challenges of Public-Private Partnerships for Disease Prevention, Control, and Management

Moderator Linda A. Carnes, DrPA, MPA

Centers for Disease Control and Prevention

Presenters Jeffrey R. Harris, MD, MPH

Centers for Disease Control and Prevention

Farugue Ahmed, MD, PhD

Centers for Disease Control and Prevention

Brick Lancaster, MA, CHES

Centers for Disease Control and Prevention

Julianna S. Gonen, JD, PhD

Washington Business Group on Health, Washington, D.C.

Catherine Kunkle, BSN, RN

National Business Coalition on Health, Washington, D.C.

The Centers for Disease Control and Prevention has established cooperative agreements with the Washington Business Group on Health and the National Business Coalition on Health and its partner, the Employers' Managed Health Care Association. In this session, presenters will discuss the value of such collaborations in reaching large numbers of working Americans, their families, and corporate retirees with disease prevention and management information, as well as improving the quality of health plan coverage options purchased by corporate employers.

### **ANCILLARY MEETINGS**

6:00 p.m.

(See pages 94-96)

### **CONCURRENT SUNSET SESSION 2**

5:00 p.m.–6:00 p.m. Military (Concourse Level)

### **Prevention Effects: A Prevention Research Knowledge Management System**

Moderator Renee E. Sieving, PhD, RNC

University of Minnesota Prevention Research Center

**Presenters** Bobby Milstein, PhD, MPH

Centers for Disease Control and Prevention

Mark B. Dignan, PhD, MPH

University of Alabama at Birmingham

Although prevention research continues to strengthen the science and effectiveness of prevention, the reality is that much of what is known about effective prevention practices is not currently being applied. Many public health practitioners and policy makers continue to report that they find it difficult to obtain prevention information that is practical and reliable. Technology is not an obstacle to closing this gap. Business and other sectors now employ knowledge management technologies that public health practitioners can use to construct an efficient system that translates prevention research findings into user-friendly outputs, variably tailored to the needs of practitioners, policy makers, and researchers. This session will provide a status report on the development of a system designed to make knowledge generated by prevention research readily available and user-friendly. "Prevention Effects" is an interactive, electronic system for managing knowledge about public health. Information contributed by researchers, practitioners, policy makers, and media professionals will be synthesized and delivered in tailored reports designed to answer a user's questions. By juxtaposing research findings with reports of field practices and policy positions, "Prevention Effects" will identify and help close gaps between what is known (research) and what is done (practice or policy) in public health. "Prevention Effects" will be tailored to meet the needs of four target audiences (researchers, practitioners, policy makers, and media professionals). It is anticipated that the "practitioner" category will include not only front-line public health workers, but also staff from community organizations, health care agencies, neighborhood residents, and other public health partners.

### **ANCILLARY MEETINGS**

### **CONCURRENT SUNSET SESSION 3**

5:00 p.m.-6:00 p.m.

Thoroughbred (Concourse Level)

### An Inside Look At *The Insider:* Secrets Through the Smoke

Moderator Julie Harvill, MPA

Illinois Department of Public Health

Presenter Jeffrey Wigand, PhD

Smoke-Free Kids, Inc.

In this session, Dr. Jeffrey Wigand, whose story was the subject of the movie *The Insider*, will describe his experiences in battling big tobacco. Dr. Wigand achieved national prominence in 1995 when he became the tobacco industry's highest ranking former executive to address public health and smoking issues. He made the truth known to the public about the industry's disregard for health and safety during an interview with *60 Minutes*. Dr. Wigand was sued by Brown & Williamson because of his public disclosures. The lawsuit was dismissed as a condition of the historic June 20, 1997, settlement between the attorneys general of 40 states and the tobacco industry. Dr. Wigand continues his efforts to reduce teen tobacco use through a nonprofit organization he formed, Smoke-Free Kids, Inc.

### **ANCILLARY MEETINGS**

### **MORNING EVENTS**

6:30 a.m.-7:30 a.m. *Map Room* 

Healthy Meeting Activities

7:00 a.m.-2:00 p.m. *Concourse Level* 

Registration

7:00 a.m.–8:15 a.m. *Chevy Chase* 

ASTCDPD Board Members Breakfast (By Invitation)

7:30 a.m.–8:15 a.m. *Exhibit Hall* 

Continental Breakfast

8:30 a.m.-10:00 a.m.

Monroe West (Concourse Level)

### **Evaluation of Health Communications Projects**

Moderator Jenny Oliphant, MPH

University of Minnesota Prevention Research Center

Presenter Judith McDivitt, PhD

Centers for Disease Control and Prevention

Determining the effectiveness of health communications activities can be challenging, but evaluation is essential for continued support and for making program adjustments. Up-front planning that includes setting reasonable, measurable objectives can greatly increase support for health communications efforts. In this session, several case studies will be explored that illustrate approaches to evaluating health communication projects.

### **BREAK AND REFRESHMENTS**

8:30 a.m.-10:00 a.m.

Monroe East (Concourse Level)

### **Community-Based Research: Partners, Approaches, and Applications**

Moderator Diane L. Rowley, MD, MPH

Centers for Disease Control and Prevention

Presenters Hasan Crockett, PhD

Morehouse College, Georgia

Douglas Taylor, MS

The Loka Institute, Massachusetts

Practical and effective solutions to public health problems must involve communities. The purpose of this session is to provide a forum for representatives of the community-based partnership—the community, university scientists, and funders—to describe how the research process can involve the community in all phases of research and help to ensure consistency with community norms, cultural competency, and responsiveness to community needs. From the community perspective, the goal of the partnership is to make science more responsive to social and environmental concerns by expanding opportunities for grassroots, public-interest group involvement in vital facets of science decision making. University partners want to capture the experiential knowledge of the community and avoid unequal power relationships between researchers and the community, but are concerned about professional credibility and maintaining the conventions of scientific methodology. Government funders want participatory research to increase the local relevance of the research and the likelihood that it will be applied. When research is not initiated by the community, a formal negotiated process is needed for obtaining community informed consent. Community boards need training on the scientific process. Researchers need to be educated about community expectations of the conduct of research. This session will focus on the community perspective in the partnership with responses by academic and government representatives. Community perspectives will be represented by the Community Research Network (CRN) of the Loka Institute, and by the Southeast Community Research Center-Atlanta.

### **BREAK AND REFRESHMENTS**

8:30 a.m.-10:00 a.m.

Georgetown East (Concourse Level)

## New Horizons in Cardiovascular Health: Developing and Implementing a Long-Range Strategic Plan

Moderators

Darwin R. Labarthe, MD, PhD
Centers for Disease Control and Prevention

Christopher Maylahn, MPH
New York State Department of Health

### Priorities and Programs of the CDC Cardiovascular Health Branch

George A. Mensah, MD, MPH

Centers for Disease Control and Prevention

### 

Nancy B. Watkins, MPH
Centers for Disease Control and Prevention

#### **™** State Perspectives

Barbara A. Fraser, RD, MS

Nebraska Department of Health and Human Services

Elizabeth (Libby) M. Puckett, PT

North Carolina Department of Health and Human Services

Anne Lockwood, MPH
South Carolina Department of Health and Environmental Control

This session will outline the draft Long-Term CDC Strategic Plan for Cardiovascular Health and review major activities of the Centers for Disease Control and Prevention's Cardiovascular Health Branch. The session will also provide highlights of the state cardiovascular health (CVH) programs and present perspectives on CVH programs, especially needs and priorities from three states.

### **BREAK AND REFRESHMENTS**

8:30 a.m.-10:00 a.m.

Thoroughbred (Concourse Level)

### **Quality of Life Among Adolescents**

Moderator Michael D. Resnick, PhD

University of Minnesota Prevention Research Center

Presenter Donald Patrick, PhD, MSPH

University of Washington

Knowing how young people rate the quality of their lives is valuable information for public health action. Professionals who understand who is at risk are in a better position to take action and advocate for policies, programs, and services to promote adolescent health and well-being. In this session, the presenter will discuss findings from the Youth Risk Behavior Surveillance System on the quality of life of young people with and without disabilities and the steps being taken to develop a health profile for all young people.

### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m. *Military* 

## Physical Activity: Recommendations From the *Guide to Community Preventive Services*

Moderator Jeffrey R. Harris, MD, MPH

Centers for Disease Control and Prevention

Promoting Physical Activity: Recommendations from the *Guide to Community Preventive*Services

Emily Kahn, PhD, MPH
Centers for Disease Control and Prevention

Applications from the Physical Activity Chapter, Guide to Community Preventive Services

Kenneth E. Powell, MD, MPH Georgia Department of Human Resources

The *Guide to Community Preventive Services* is being developed for public health professionals to provide them with information about "best practices" for population-level interventions in community settings. Members of the chapter team for physical activity will provide results of reviews of interventions in the following areas: 1) interventions aimed at creating or modifying the physical environment to support and enhance physical activity; 2) organizational and policy changes or implementations to support increased physical activity at a population levels and 3) interventions aimed at changing the social environment to provide increased social support for physical activity behaviors.

### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Hemisphere (Concourse Level)

### **Healthy Children and Young People**

Moderator L

Lynne S. Wilcox, MD, MPH

Centers for Disease Control and Prevention

### Mobilizing a Community Response to Childhood Obesity

Peggy Brown Paviour, MS, CHES
Thomas Jefferson Health District, Virginia

Barbara H. Yager, MeD, RD

Thomas Jefferson Health District, Virginia

#### **Walk Our Children to School Day: A Model of Success**

Eileen M. Doherty, MS
South Carolina Department of Health and Environmental Control

### california Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS): Food Sources and Dietary Influences

Angie Keihner, MS

California Department of Health Services

#### School Connections: Promoting Coordinated School Health Programs

Nancy Murray, DrPH
University of Texas School of Public Health

Involving communities, school personnel, and governmental policy makers in identifying environmental and policy solutions that support healthy eating and physical activity among children is critical to program success. This session examines a variety of approaches including South Carolina's Walk Our Children to School Day, the School Connections program in Texas, efforts in Virginia to develop policy solutions in response to childhood obesity, and California's large-scale dietary and physical activity survey (CalTEEN) of young people.

### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Georgetown West (Concourse Level)

### **Media Advocacy and Social Marketing**

Moderator Claudia F. Parvanta, PhD

Centers for Disease Control and Prevention

Outcomes of a Tailored Health Promotion Program for Female Blue-Collar Workers

Marci Kramish Campbell, PhD, MPH *University of North Carolina* 

**Using Partner and Target Audience Input to Develop Stigma-Reducing Epilepsy Materials** 

Kathryn L. Harben

Centers for Disease Control and Prevention

Using Media Advocacy to Address Childhood Obesity Issues: Unhealthy Fast Food in Public High Schools

Erika Takada, MPH

California Project Leaders Encouraging Activity and Nutrition

▼ The Motivation of an Isolated Worksite to "Eat Smart Move Smart"

Terri Sory

Salt Lake Valley Health Department, Utah

Public health professionals now have at their disposal an array of communications tools and approaches that can be employed as components of comprehensive chronic disease prevention programs. This session is illustrative of that array: tailored messages for employees at the worksite, educational materials to reduce stigma among teens with epilepsy, and media advocacy approaches by high school students to confront unhealthy fast foods at schools.

### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

8:30 a.m.-10:00 a.m.

Cabinet (Concourse Level)

### **Surveillance and Planning**

Moderator

William R. Maas, DDS, MPH

Centers for Disease Control and Prevention

□ Developing a Statewide Strategic Plan to Increase Opportunities for Physical Activity

James Emery, MPH
University of North Carolina School of Public Health

Furthering the Vision of Missouri Women: Living Healthier, Living Longer, and Developing Their Full Potential

Jeannette Jackson-Thompson, PhD, MSPH Missouri Department of Health

Regina M. Fields, MS, CHES

University of South Carolina School of Public Health

▼ Toward a National Cardiovascular Disease Surveillance System in Canada

Andy Wielgosz, PhD University of Ottawa

Presenters in this session lay out their state or nationwide strategic plans to describe the burden of disease; disseminate epidemiological and surveillance data to policy makers, program staff, health departments, and community groups; and implement interventions. Focus will be given to efforts in North and South Carolina, Missouri, and Canada aimed at improving physical activity levels, describing the burden of diseases and disparities among women, and organizing cardiovascular disease surveillance. Several presenters will highlight the importance of including stakeholders in these efforts.

### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

### **CONCURRENT SKILLS TRAINING SESSION 1**

8:30 a.m.-10:00 a.m.

Jefferson East (Concourse Level)

### **Tools for Schools**

Moderator Elizabeth Patterson, MEd

Centers for Disease Control and Prevention

Presenters Howell Wechsler, EdD, MPH

Centers for Disease Control and Prevention

Jenny Osorio, MPA

Centers for Disease Control and Prevention

Dean Fenley, EdD, MS

Centers for Disease Control and Prevention

Schools need effective tools and resources to be able to implement school health programs. One critical resource for improving school health programs is funding. One presenter will describe two Web sites hosted by the National Conference of State Legislatures that include information about funding sources that support school health programs. Another presenter will describe "Training Tracker," a software program developed by CDC that enables training managers to build a database of their training activities, produce reports, and analyze future training needs. A third tool that will be described is "Fit, Healthy, and Ready to Learn: A School Health Policy Guide." It features sample policy language as well as data to support these policies and practical suggestions for implementation.

### **BREAK AND REFRESHMENTS**

10:00 a.m.-10:30 a.m.

### **CONCURRENT SKILLS TRAINING SESSION 2**

8:30 a.m.-10:00 a.m.

Caucus (Terrace Level)

### Writing for the Web

Instructor Merry Bruns

ScienceSites Communications, Washington, D.C.

Creating meaningful content for Internet Web sites is a relatively new challenge. Writing for the Web involves much the same drive and creative innovation that are needed for other media. At the same time, reading on-line has its own limitations and advantages. Instead of focusing on the technology, we should focus on our organization's message and how to communicate with our audiences. We should organize the content to meet the site's needs and goals. This seminar will explore on-line writing styles, techniques, and problem-solving to make our Web sites more effective.

### **BREAK AND REFRESHMENTS**

### PLENARY PANEL PRESENTATION

### 10:30 a.m.-12 noon

International Ballroom Center (Concourse Level)

### The Will and the Way: Policy as Intervention

Moderator Martha F. Katz

Centers for Disease Control and Prevention

Plenary Panel The Media as a Policy Tool

Matthew W. Kreuter, PhD, MPH

Director, Health Communication Research Laboratory, Saint Louis University

School of Public Health

Science as a Policy Tool

David W. Fleming, MD

Deputy Director for Science and Public Health, Centers for Disease Control

and Prevention

The Internet as a Policy Tool

Karen Bodenhorn, RN, MPH

President and Chief Executive Officer, California Center for Health Improvement

Advocacy, Legislation, and Appropriations as Policy Tools

Dileep G. Bal, MD

Chief, Cancer Control Branch, California Department of Health Services President, American Cancer Society

Policy development is a mainstay of public health. Speakers in this session will describe a variety of approaches to achieve policy development—from advancing the science base and working with new communications tools and channels to advocacy, legislation, and appropriations strategies.

### **CLOSING REMARKS**

### 12 noon

International Ballroom Center (Concourse Level)

Moderator Christopher Maylahn, MPH

New York State Department of Health

Speakers James S. Marks, MD, MPH

Director, National Center for Chronic Disease Prevention and

Health Promotion

Centers for Disease Control and Prevention

Jean Chabut, BSN, MPH

President, Association of State and Territorial Chronic Disease Program Directors (Michigan)

Michael D. Lebowitz, PhD, FCCP

Co-Director, PRC Southwest Center for Community Health Promotion

University of Arizona College of Public Health Vice-Chair, Prevention Research Centers Program

Steering Committee

### **WEDNESDAY, NOVEMBER 29, 2000**

Exhibit Hall

#### PW1—Visual Communications Solutions

Mindy C. Barringer Centers for Disease Control and Prevention

### PW2—Using Media to Meet the *Healthy People* 2010 Objectives for Cervical Cancer

Marina O. Matthew, RHIA Pennsylvania Department of Health

### PW3—Lessons Learned From the Oatmeal Smart Heart Challenge to Improve Health

Cathy Kapica, PhD, RD
The Quaker Oats Company

### PW4—Decision Making for Prostate Cancer Screening: A Qualitative Study of Men's Knowledge, Attitudes, and Values

Joan Kraft, PhD Centers for Disease Control and Prevention

## PW5—Impact of a Computer-Tailored Maintenance Intervention on Dietary and Physical Activity Beliefs and Attitudes

Alissa Jacobs, MS, RD University of North Carolina at Chapel Hill

### PW6—Impact of Diabetes on Well-Being Among Native Americans in Oklahoma

David W. Smith, PhD, MPH University of Oklahoma

### PW7—Relationship Between Arthritis and Obesity, by Sex, Using the Utah Health Status Survey

Randy Tanner Utah Department of Health

### PW8—A Community Approach to Promote Healthy Eating and Physical Activity in Culturally Diverse Communities

Joan C. Gustavson County of Los Angeles Department of Health Services

### PW9—Analytic Methods for Community-Based Assessments

Tim E. Aldrich, PhD, MPH South Carolina Department of Health and Environmental Control

### PW10—Partnering With the American Indian Community for Biomedical Research

June E. Eichner, PhD, MPH, MS University of Oklahoma

# PW11—Informing State Policy Makers Using a Web-Based Clearinghouse of State Best Practices in Cancer Control and Prevention

Michael P. Fierro National Governors' Association, Center for Best Practices, Health Policy Studies Division

### PW12—Triangulation of Data From Texas Key Informants for Tobacco Intervention Planning

Phyllis M. Gingiss, DrPH, MPH Department of Health and Human Performance, College of Education, The University of Houston

### PW13—The National Folic Acid Campaign: Evaluating Effects of a Social Marketing Campaign

Mary Iodice, MA, MPH, CHES Centers for Disease Control and Prevention

### PW14—Girls Rule! An Obesity Prevention Intervention for African American Girls

Kristine Kelsey, PhD, RD University of North Carolina at Chapel Hill

### PW15—Reducing Smoking and Mortality Inequities: Successes in California

Bruce Leistikow, MD, MS University of California, Davis

## PW16—Characteristics of Racial/Ethnic Disparities Among Health Behaviors From a Community-Based BRFSS Survey

Susan R. Levy, PhD, CHES Center for Health Promotion and Disease Prevention, University of Illinois at Chicago

### PW17—The Women's Cardiovascular Health Network Project: Making Collaborative Efforts Work

Amy Eyler, PhD, CHES St. Louis University, Missouri

### PW18—Dietary Quality Among Obese Persons and Those With Normal or High Blood Pressure

Charlotte A. Pratt, PhD, RD
United States Department of Agriculture,
Center for Nutrition Policy and Promotion

### PW19—Community-Based Environmental Lead Intervention Study

Felicia Rabito, PhD Tulane University School of Public Health and Tropical Medicine

## PW20—Chronic Illness Self-Help Groups: An Untapped Resource for the Formal Health Care Delivery System

Frank Riessman, PhD National Self-Help Clearinghouse

### PW21—Behavioral Risk Factor Surveillance in Russia

Thomas L. Schmid, PhD
Centers for Disease Control and Prevention

### PW22—Factors Associated With Screening for Colorectal Cancer in a Population-Based Probability Sample—1993, 1995, 1997

Katherine A. Stamatakis, MPH St. Louis University, Missouri

### PW23—National Program of Cancer Registries— Cancer Surveillance System

Hannah K. Weir, MS, PhD Centers for Disease Control and Prevention

## PW24—Integration of Smoking Cessation/ Reduction in Pregnancy Treatment Model into Maternity Care and Practice

Lesa L. Woodby, PhD, MPH University of Alabama at Birmingham

### PW25—Development of a System for Training Health Specialists in Evidence-Based Chronic Disease Prevention in Russia

Helena Zabina, MD, PhD Visiting Scientist, Centers for Disease Control and Prevention

### PW26—Lumping and Clustering Behavioral Risk Factor Data to Improve Estimates at the Local Level

Colleen T. Baker New York State Department of Health

### PW27—Rescreening for Breast and Cervical Cancer: Innovative Approaches to Assuring Women Receive Services

Ruth Braun, BSN, MSN California Department of Health Services

### PW28—The Relationship Between Cost and Output Levels in the National Program of Cancer Registries

Gregory Berg, PhD
Centers for Disease Control and Prevention

## PW29—Effects of a Health and Fitness Facility Benefit on Physical Activity in Older Adults

David M. Buchner, MD, MPH Centers for Disease Control and Prevention

### PW30—Physical Activity Promotion: An Overview of CDC Activities

Charlene R. Burgeson, MA Centers for Disease Control and Prevention

### PW31—Success Stories in Colorectal Cancer Screening: How Comprehensive Patient Education Affects Test Compliance

Lynn Couey, MSW, MA New York State Department of Health

### PW32—Quality of Life in Arthritis: Comparing a Rheumatology Clinic Sample With a State-Level Sample

Shannon Currey, PhD Thurston Arthritis Research Center, University of North Carolina at Chapel Hill

### PW33—The Rhode Island Diabetes Education, Assessment, Referral, and Screening (DEARS) Program: Promoting and Supporting Systemic Change to Health Care Delivery for Diabetes

Dona Goldman, RN, MPH Rhode Island Department of Health

### PW34—Population-Based Knowledge of Stroke Risk Factors and Warning Signs—1999 Michigan Behavioral Risk Factor Survey

Joanne G. Hogan, PhD Michigan Department of Community Health

## PW35—The Diabetes Community Collaboration Project: Evaluating a Collaborative Model to Improve Rural Chronic Disease Care

Kimberly Kelker, MPH Minnesota Diabetes Program, Minnesota Department of Health

### PW36—Development of a Diabetes Mellitus Management Program Within an Integrated Health Care Delivery System

Mary Striegel, RN, RD, MS University of Pittsburgh Medical Center Health Plan

### PW37—The Wisconsin Collaborative Diabetes Quality Improvement Project

Angela Russell University of Wisconsin Public Health Initiative

### PW38—City Planning, Transportation Design, and Public Health: Marriage or Divorce?

Thomas L Schmid, PhD Centers for Disease Control and Prevention

#### PW39—Arthritis and Quality of Life Surveillance

Natalie Scruggs South Carolina Department of Health and Environmental Control

### PW40—Implementing a Knee Osteoarthritis Model in a Large Health Care Delivery Network

Terence Starz, MD University of Pittsburgh Medical Center Health System

## PW41—Developing an Internet-Based Geographic Information System for California Public Health Professionals

Erika Takada, MPH California Project Leaders Encouraging Activity and Nutrition

### PW42—An Exploratory Study of Subclinical Eating Disorder Symptomatology Among Adult Women

Robert M. Weiler, PhD, MPH *University of Florida* 

### PW43—Using an Adult Tobacco Survey to Inform Program Performance Measures

Sue Lin Yee, MA, MPH Centers for Disease Control and Prevention

#### PW44—Determinants of Children's Exposure to Environmental Tobacco Smoke

Joy M. Zakarian, MPH School of Public Health, San Diego State University

### PW45—Access to and Quality of Health Care Among Latinas and Non-Latina Whites

Ana F. Abraido-Lanza, PhD Columbia University, New York

### PW46—The Burden and Risk Associated With Overweight and Obesity

Nisreen H. Kabeer, MPH Missouri Department of Health, Bureau of Chronic Disease Control

### PW47—Assessing Cost-Effectiveness of a Cancer Inquiry Protocol

Nisreen H. Kabeer, MPH Missouri Department of Health, Bureau of Chronic Disease Control

# PW48—High Sodium and Low Calcium, Vitamin D, and Physical Activity in Children With Developmental Disorders and in the General Population

S. Ekvall, PhD, RD University of Cincinnati/Children's Hospital Med Center

### PW49—Livable Community Blueprint: Health Bridges the Gap Between Land Use and Transportation Planning

Adam T. Hines, MPH, MS Cabarrus Health Alliance

### PW50—Youth Tobacco Survey (YTS): Monitoring and Evaluating Tobacco Control Programs

Eric S. Pevzner, MPH Centers for Disease Control and Prevention

### PW51—Evaluation of a Congestive Heart Failure Disease Management Program

John McAna, PhD Independence Blue Cross

### PW52—New York State Department of Health Hunger Prevention and Nutrition Assistance Program

Deanne McNamara, AAS, BA, MS New York State Department of Health

### THURSDAY, NOVEMBER 30, 2000

Exhibit Hall

#### PT1—Visual Communications Solutions

Mindy C. Barringer Centers for Disease Control and Prevention

### PT2—The National Meals on Wheels Foundation and Vegetarian Resource Group Healthy Meals Initiative: Two-Year Follow-Up

Suzanne Havala, MS, RD, FADA The Vegetarian Resource Group

### PT3—Tracing and Recruiting a National Sample of Women Veterans for a Mammography Intervention Trial

Sally Vernon, PhD University of Texas Houston School of Public Health

### PT4—Progress Toward Nationwide Cancer Surveillance: Evaluation of the National Program of Cancer Registries, 1994– 1999

Mary Hutton, MPH Centers for Disease Control and Prevention

### PT5—Recent Trends in Thyroid Cancer in the United States

Lori Armstrong, PhD Centers for Disease Control and Prevention

#### PT6—Individualized Activities for Dementia Behavior

Ann Kolanowski, PhD Medical College of Georgia

### PT7—Arthritis Prevalence and Activity Limitation Among Utah Adults

Randy Tanner Utah Department of Health

## PT8—Knowledge, Attitudes, and Beliefs of Utah Women Regarding Arthritis Self-Help Counseling

Randy Tanner Utah Department of Health

## PT9—Combining Geographic Information Systems and Market Data for Segmenting and Profiling Target Populations

Fred Fridinger, DrPH, CHES Centers for Disease Control and Prevention

### PT10—Methods Used to Locate 1,650 Women for a Mammography Rescreening Study

Janet K. Bobo, PhD Centers for Disease Control and Prevention

### PT11—The Prevalence of Cardiovascular Risk Factors Among Women in Mississippi During the 1990s

Clifton C. Addison, PhD *Jackson Heart Study* 

# PT12—Hispanic Clients and Translators Recruited by Partnering to Present Breast and Cervical Cancer Information in Spanish

Ruthann Adams Southwest Utah Public Health Department

### PT13—North Carolina Restaurant Heart Health Survey

Philip Bors, MPH Cardiovascular Health Unit, North Carolina Department of Health and Human Services

### PT14—New York State Department of Health Local Coalition Monitoring System: A Progress Report

Ruth Cañamar New York State Department of Health

### PT15—A Process Evaluation for Monitoring Community Coalition Activities

Maria L. Chalmers St. Louis University, School of Public Health. Prevention Research Center

### PT16—Medical Students' Attitudes Toward Prostate Cancer Screening: A Pilot Study

Cristine Delnevo, PhD, MPH University of Medicine and Dentistry of New Jersey -School of Public Health

### PT17—Determinants of Physical Activity Among Minority Women

Amy Eyler, PhD, CHES St. Louis University School of Public Health

## PT18—1-800 I'M AWARE Breast Care Helpline: A Model to Increase Awareness and Education

Wendy Potts The Susan G. Komen Breast Cancer Foundation

### PT19—Body Mass Index, Exercise, and Risk of Diabetes Among American Indians in Oklahoma

Zoran Bursac, MPH Oklahoma State Health Department

### PT20—Cancer Screening in Women With Chronic Conditions: Results From MEPS

Amanda Greene, RN, MSN School of Nursing, University of Maryland, Baltimore

### PT21—Stage at Diagnosis of Cervical and Breast Cancer Among Korean Americans

Hee-Soon Juon, PhD The Johns Hopkins University School of Hygiene, Maryland

### PT22—Building Advocacy for Chronic Disease Prevention: The Will and the Way

William Maas, DDS, MPH Centers for Disease Control and Prevention

### PT23—Situational Theory as a Foundation for Health Communication Campaigns

John McGrath, PhD National Institute of Child Health and Human Development

## PT24—Functional Limitations and Physical Activity Behaviors of Women in the North Carolina-WISEWOMAN

Katherine Tawney, PhD University of North Carolina, School of Medicine

## PT25—A Challenging Triangle in Efforts at Preventing and Controlling Osteoporosis Among Older Mexicans in Nuevo León

José Azoh, PhD Universidad Autónoma de Nuevo Léon, Mexico

### PT26—Conducting Surveillance for Asthma Among Middle and High School Students

Ursula Bauer, MPH, PhD Florida Department of Health

### PT27—A Community Needs Assessment of Diabetes in Central Ohio

Elizabeth Bonfield, MA Central Ohio Diabetes Association

### PT28—Men's Voices: Report of a Statewide Men's Health Focus Group Project

Roxanne Brady New York State Department of Health

### PT29—Using Clinical Staff in a Breast Cancer Regional Partnership to Maintain Quality Medical Care

Ruth Braun, BSN, MSN California Department of Health Services

# PT30—Developing and Maintaining a Provider Network to Assure Culturally Competent and Quality Care of Community Members at Highest Risk

Ruth Braun, BSN, MSN California Department of Health Services

### PT31—Bones 2000—Developing a Statewide Strategic Plan for Osteoporosis in Pennsylvania

Mercita F. Clelan Pennsylvania Department of Health

# PT32—Dietary Attitudes, Practices, and Interests: A Comparison of Limited Resource Population With Non-Limited Resource Population in North Carolina

Patricia C. Dunn, PhD Department of Health Education and Promotion—East Carolina University

### PT33—A Systems Approach to the Prevention and Treatment of Chronic Illnesses

Donnell D. Etzwiler, MD International Diabetes Center

## PT34—Cardiovascular Risk Factor Assessment and Counseling by Family Practice Residents

Nell H. Gottlieb, PhD The University of Texas at Austin

### PT35—Reducing Physical Inactivity Among American Indians and African Americans

Bruce Leonard, MPH, CHES DeKalb County (Georgia) Health Department

# PT36—California Teen Eating, Exercise, and Nutrition Survey (CalTEENS): Behaviors Associated With Healthy and Unhealthy Lifestyles

Angie Keihner, MS California Department of Health Services

### PT37—Care for Diverse Populations: What We Know. What We Need to Know

Marcie Parker, PhD, CFLE United Health Group, Minnesota

### PT38—Development of a Healthy Eating and Fitness Program Within a Large Health Care Delivery System

Mary Striegel, RN, RD, MS University of Pittsburgh Medical Center Health Plan

## PT39—Using State Rank to Assess Progress in Tobacco Control—Wisconsin, 1985–1999

Jessica R. Schumacher Public Health Initiative, University of Wisconsin Comprehensive Cancer Center

## PT40—The Association Between Birth Weight and Asthma: A Study Using Longitudinal Health Care Records

Larry Svenson, DipPsych Health Surveillance Branch, Alberta Health and Wellness

### PT41—Cardiovascular Risk Reduction Practices in a Regional Heart Center in Appalachia

Jack Taylor, MS St. Mary's Hospital, West Virginia

### PT42—Why Women Return for Breast Cancer Screening: Client Characteristics

Eugene R. Takahashi, PhD, MPH California Department of Health Services

### PT43—Osteoporosis, Estrogen Use, and Osteoporosis Counseling Among Missouri Women Aged 45 Years and Older

Joseph A. Vradenburg, MA Missouri Department of Health, Bureau of Chronic Disease Control

# PT44—Diverse Partnerships to Eliminate Disparities and Improve Care and SelfManagement Skills for Persons With Diabetes

Ellen Babb, MPH, RD South Carolina Diabetes Control Program

### PT45—The National Nutrition Summit— A Call to Action

Paul M. Coates, PhD National Institutes of Health, Maryland

### PT46—Ministerio de Salud: A Model for Health Promotion and Disease Management in a Hispanic Community

Sara E. Kolb, PhD, RN University of the Incarnate Word, Texas

### PT47—Health Risk Behaviors and Use of Preventive Services Among Residents of Large Urban Areas

Julie Bolen, PhD, MPH Centers for Disease Control and Prevention

## PT48—Communities' Perception of the Physical Infrastructure and Policies Conducive to a Heart-Healthy Lifestyle

Nisreen H. Kabeer, MPH Missouri Department of Health, Bureau of Chronic Disease Control

## PT49—Cigarette Smoking Among the Adolescent Population: Clustering of Unhealthy Behavior

Nisreen H. Kabeer, MPH Missouri Department of Health, Bureau of Chronic Disease Control

### PT50—Customizing the Practice Management System to Support Population-Based Diabetes Management

Joan R. Thompson, PhD, MPH La Clinica de la Raza, California

# PT51—Using Comprehensive Functional Assessment and Self-Management Approach as Tools to Plan and Manage Community Health Care for the Aged in Shanghai

Fu Hua, PhD, MB, MPH Fudan University

### PT52—Barriers to Physical Activity Among Adult Californians

Pradeep K. Goel, DrPH, MS, MPH, MBBS California State University, Sacramento

### **MONDAY, NOVEMBER 27, 2000**

#### **Chronic Disease Indicators Group**

1:00 p.m.-9:00 p.m. Eugene Lengerich

Georgetown West Pennsylvania State University, CSTE/ASTCDPD/CDC

### **TUESDAY, NOVEMBER 28, 2000**

### **Chronic Disease Indicators Group (Continued)**

7:00 a.m.-2:00 p.m. Eugene Lengerich

Georgetown West Pennsylvania State University, CSTE/ASTCDPD/CDC

#### SIP 14: Effective Coordinated School Health Programs

7:00 a.m.-9:00 a.m. Nancy Murray

State Center for Health Promotion and Prevention Research

University of Texas-Houston School of Public Health

### Cardiovascular Health State Program Meeting

8:00 a.m.-2:00 p.m. Nancy Watkins

Military Centers for Disease Control and Prevention

#### Infrastructure States Meeting

8:00 a.m.–8:00 p.m. Diane Allensworth

Map Centers for Disease Control and Prevention

#### The Prevention Research Centers Obesity Network Meeting

9:00 a.m.–12:00 noon William Dietz

Caucus Centers for Disease Control and Prevention

#### Prevention Research Centers Research Committee Meeting

10:00 a.m.–11:30 a.m. Lynda Doll

State Room Centers for Disease Control and Prevention

#### Prevention Research Centers Administrators' Meeting

10:00 a.m.-12:00 noon David Elswick

Monroe East Centers for Disease Control and Prevention

#### ASTCDPD Osteoporosis, Arthritis, and Quality of Life Workshop

11:00 a.m.-2:00 p.m. Amy Starchville Lincoln West/East, Monroe West ASTCDPD

#### **ASTCDPD Diabetes Council Meeting**

11:00 a.m.-1:00 p.m. Carla Rosenfeld Hemisphere ASTCDPD

#### Prevention Research Centers (PRC) Directors' Business Meeting

1:00 p.m.-5:00 p.m. Barbara Ainsworth

Thoroughbred Centers for Disease Control and Prevention

#### **ASTCDPD Business Meeting**

2:00 p.m.-5:00 p.m. Carla Rosenfeld Monroe East ASTCDPD

### Estimating the Prevalence of Health Behaviors in Large Cities: A New Use of the Behavioral Risk Factor Surveillance System (BRFSS)

5:00 p.m.-6:00 p.m. Julie Bolen

Military Centers for Disease Control and Prevention

#### State Forum on Colorectal Cancer

5:00 p.m.-7:00 p.m. Leslie Given

Monroe West Centers for Disease Control and Prevention

#### Prevention Research Centers (PRC) & Urban Research Centers (URC) Reception

5:30 p.m.-7:30 p.m. James LoGerfo and Sheryl Schwartz

Hemisphere University of Washington Department of Health Services

Health Promotion Research Center

#### National Alliance for Nutrition and Activity (NANA)

6:00 p.m.-8:00 p.m. Susan Foerster

Caucus Cancer Prevention and Nutrition Section

California Department of Health Services

C. Jackson Hataway

Alabama Department of Public Health

**WISEWOMAN** 

6:00 p.m.-9:30 p.m. Chris Stockmyer and Julie Will

Thoroughbred Centers for Disease Control and Prevention

#### ASTCDPD Cardiovascular Health Council Annual Meeting

7:30 p.m.-9:30 p.m. Sandra J. Ryan

Monroe West Iowa Department of Public Health

### WEDNESDAY, NOVEMBER 29, 2000

### Prevention Research Centers (PRC) & Urban Research Centers (URC) Advisory Board Member Breakfast Meeting

7:00 a.m.-8:00 a.m. James LoGerfo and Sheryl Schwartz

Adams University of Washington Department of Health Services

Health Promotion Research Center

### **ASTCDPD-Legislative and Policy Committee**

7:00 a.m.-8:00 a.m. Donald O. Lyman

State Division of Chronic Disease and Injury Control

California Department of Health Services

### SIP 5: Women and Physical Activity Study

7:00 p.m.-9:30 p.m. Amy Eyler

Caucus Saint Louis University, Prevention Research Center

### **THURSDAY, NOVEMBER 30, 2000**

#### The CDC Division of Nutrition and Physical Activity Annual Update

6:00 p.m.-7:00 p.m. William Dietz

Monroe East Centers for Disease Control and Prevention

#### Women's Cardiovascular Health Network

6:30 p.m.-8:30 p.m. Debra Krummel

Monroe West Robert C. Byrd Health Sciences Center

### National Alliance for Nutrition Activity (NANA)

6:30 p.m.-8:15 p.m. Susan Foerster

Georgetown East Cancer Prevention and Nutrition Section

California Department of Health Services

C. Jackson Hataway

Alabama Department of Public Health

### FRIDAY, DECEMBER 1, 2000

#### ASTCDPD Board Members Breakfast (By Invitation)

7:00 a.m.–8:15 a.m. Christopher Maylahn, ASTCDPD
Chevy Chase New York State Department of Health

### ASTCDPD-Women's Health Council Meeting

12 noon-2:00 p.m. Amy Starchville Jackson ASTCDPD

#### **ASTDD-Midyear Planning Meeting**

1:00 p.m.-6:00 p.m. Diane Brunson

Caucus Colorado Department Public Health Environment

### Funded Projects on Nutrition and Physical Activity Programs to Prevent Obesity

1:00 p.m.-5:00 p.m. Annie Carr

Map Centers for Disease Control and Prevention

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